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from World Wide Sources

Gloeckner

FLOWER SEEDS

1939

GROWN UNDER THE SUNS OF MANY LANDS, TILLED AND GROOMED BY HANDS OF EVERY NATIONALITY

WE TAKE PLEASURE in presenting to the Florists a seed list of the varieties of flower seeds in most general use by the trade.

Listed with short descriptions and in alphabetical manner we endeavor to make your buying of seed a minimum of effort.

In compiling this list we have carefully selected the choice varieties in their particular class. We have exercised great care in listing only the best where there are several of a similar color.

The name "Gloeckner" has long been associated with the seed trade. We wish to identify it as a standard of quality for many years to come. To accomplish this, a consistent year after year supply of high quality seed giving uniform results must be delivered.

We shall use every effort to supply such seed.

This label, a facsimile of our current catalog cover, with the year plainly marked, will be attached to every package of seed, and is your guarantee that the seed therein is fresh from this year's crop.

Fred C. Gloeckner & Company, Incorporated
Frederick C. Gloeckner Leonard J. Seiger
15 EAST 26th STREET
"At Madison Square," New York
Telephones: LExington 2-4994 - 4999

FROM WORLD WIDE SOURCES

It is necessary to procure types, varieties and colors not from one spot on this world of ours, but from many remote corners.

It may be a great seedsman here in America or some obscure little grower in far off Africa who grows this or that a little better.

Wherever this better type or colors may be had it is, and has been our aim to check and recheck across the world, to procure from World Wide Sources better types, Strain and Colors for your use.

BUSINESS TERMS

2% 10 days 60 days net

Prices in this Catalogue are subject to change without notice.

All goods are offered subject to Crop Failures, Shortage or other causes beyond our control, and to being unsold on receipt of order.

The prices in this catalog are for the trade only. For your own protection do not loan this catalog to anyone not entitled to Florists or Wholesale prices.

Unknown correspondents desiring to open an account are requested to furnish three trade references with whom they have had credit relations.

We, Fred C. Gloeckner & Co., Inc., give no warranty, expressed or implied, as to description, quality, productiveness or any other matter of any seeds, bulbs or plants we send out, and will not be responsible for the crop. If the purchaser does not accept the goods on these terms, they are at once to be returned.

15 East 26th Street, "At Madison Square", New York

Telephones: LExington 2-4994 - 4999

Gloeckner FLOWER SEEDS 1939

OUTSTANDING NOVELTIES and RECENT INTRODUCTIONS

Siter's Rainbow Strain Cineraria awarded first prize Philadelphia Flower Show, 1936, 1937 and 1938

CINERARIA

"Siter's Rainbow Strain"

(The Commercial Cineraria)

This new commercial Cinararia carries immense flower heads, is compact in growth, with small round leaves which require little room. These characteristics make it extremely profitable to grow. The medium large flowers in colors ranging from the bright eyed types, to the finer pastel shades, surpass anything previously introduced and are the outstanding feature of this strain. It is sure to please your most discriminating clientele and we are proud to offer this as a "Gloeckner introduction."

ORIGINATOR'S PACKETS, $2.00 EACH

PETUNIAS

ALL DOUBLE DWARF VICTORIOUS STRAIN

	Tr. Pkt.	3 Tr. Pkts.	1/64 oz.	1/32 oz.
Amaranth Red—Just as dwarf as Gottfried Michaelis with the same beautiful Amaranth Red Color.	**$2.00**			
Orchid Beauty—Color is Orchid or Light Lilac, heavily veined Deeper Lilac or Violet.	**2.00**			
World Beauty Dwarf—(Rosy Carmine)—Beautiful large Rosy Carmine-Pink flowers. Finely fringed, particularly desirable for pot plants and bedding. One of the best of Dwarf Double Petunias.	**2.00**	**$5.00**	**$6.50**	**$12.50**
All Double White—This is equalled in dwarfness to our Victorious Mixed and World Beauty.	**2.00**	**5.00**	**6.50**	**12.50**
Victorious Dwarf Mixed.—(All Double. Giant Fringed.—This mixture is a special blend of separate colors containing many bright and intermediate shades of Double Dwarf Giant Fringed Petunias.	**2.00**	**5.00**	**6.00**	**11.00**

This strain of Double Petunia has the largest percentage of all double flowers of any strain introduced up to the present time. It has no single flowers the balance being semi-double. Because of the high breeding of this strain the above varieties cannot be expected to germinate one hundred percent.

OUTSTANDING NOVELTIES and RECENT INTRODUCTIONS

Scabiosa Imperial Giants Blue Moon

The flower form of Scabiosa, Imperial Giants Blue Moon, is quite different from the existing forms of other varieties of Scabiosa. Instead of a flower composed of a few rows of broad petals surmounted by a flat pincushion-like top of small petals, this new type has flowers composed entirely of broad, heavy, wavy petals, eliminating the pincushion center entirely. In other words, the flower is literally fully double. Because of this complete doubleness, the flowers are of course extremely large and deep, 2¾ inches across and 2 to 2¾ inches deep, about the shape of an old-fashioned beehive. **The color is a rich deep lavender blue,** a shade which maintains its effectiveness indoors or out. The plant type is just as great an improvement over the old as the flower itself. Plants are extremely upright, growing tall, 42 to 48 inches in height, the long, heavy yet wiry stems hold the flowers proudly erect, completely eliminating the weak necks which are a fault of older types. Blue Moon is ideal for cutting, because of the stem length and especially because the large beautifully shaped flowers are a luscious shade of deep lavender blue so hard to find in annual flowers.

Tr. Pkt., **50c** Oz. **$4.00**

Scabiosa Imperial Giants Blue Moon

Cynoglossum Amabile Compactum "Firmament"

Gynoglossum Amabile Compactum "Firmament"

In order to obtain a good ornamental effect with color combinations in beds and borders the florist wants plant material on which he can rely for shade and readiness in blooming. Such material is this new Cynoglossum "Firmament" with its rich flowers of **vivid indigo blue.** The plants form healthy, compact bushes, sending forth from ground level numerous evenly spaced, sub-divided stems which are thickly covered with bright blue flowers, resembling Forget-Me-Nots.

Originators Packets, **35c**

PETUNIA

DWARF GIANTS OF CALIFORNIA

Ramona Strain—Choice Mixed, a Superb Strain of dwarf compact single petunia with giant ruffled flowers. The giant flowers have extra large veined throats. This mixture has a splendid color balance.

Tr. Pkt., **$1.0 0** 1/64 oz., **$1.75** 1/32 oz., **$3.00**
1/16 oz., **$5.00** ⅛ oz., **$9.00**

Dwarf Continental Giants—A selected dwarf, German strain in an exceptionally fine mixture.

Tr. Pkt., **$1.25** 1/64 oz., **$2.50** 1/32 oz., **$4.00** 1/16 oz., **$7.00**

OUTSTANDING NOVELTIES and RECENT INTRODUCTIONS

Marigold Gigantea Orange Sunset

Marigold Gigantea Orange Sunset

Outstanding in three very important characteristics is Orange Sunset as the foremost Marigold variety of the year. The flowers, which average 5 inches and over in diameter, are unquestionably the last word in the attainment of size. Quite naturally a flower of these dimensions is one of the showiest and most colorful garden subjects. Add to these attributes of size and showiness their delightful sweet fragrance and you have a combination hard to resist. Like its parent variety, Sunset Giants, Marigold Orange Sunset has flowers that are loosely formed, very full centered, with broad, heavy wavy petals which gracefully overlap to make a flower ideal not only for garden decoration but for cut flower use as well. **The color is a deep rich, lively orange,** one of the most admired shades found in the Sunset Giants Mixture. The plants are strong growing, upright branching in habit, usually about 3 feet tall, producing a heavy growth of foliage. Blooming commences about the first of August in most sections of the country and flowers can be depended on well before frost in any latitude. Orange Sunset has been tested and found to be a fine forcer in the greenhouse and will come over 65% double.

Tr. Pkt., **50c** 1/4 oz., **$1.50** Per oz., **$5.00**

PETUNIA DWARF COMPACTA SINGLE FRINGED "LADYBIRD"

This charming Petunia, of extraordinary brilliance, is a **Bright Carmine** in color **Overlaid with Scarlet.** Its dwarf bushy growth, with small round flowers, make it an ideal pot plant and also qualifies it for outdoor planting.

Originators Packets **$1.00**

MARIGOLD DWARF FRENCH DOUBLE HARMONY

HARMONY is in a class with Gold Medal winners. It is of a very charming and distinct type. The flowers are quite different from any other Marigold, Scabiosa-like in formation with tubular deep orange center petals flanked by broad velvety dark maroon-brown guard petals. The plants are dwarf, about a foot high, compact, exceedingly free blooming, and extremely early. We have had reports of its being in full flower in western New York on July 1st, which is very early for Marigolds. It comes 100% true to type, color and habit.

Tr. Pkt., **35c** 1 oz., **$1.25**

Marigold Harmony

OUTSTANDING NOVELTIES and RECENT INTRODUCTIONS

IPOMEA (Morning Glory) SCARLETT O'HARA

Scarlett O'Hara is an entirely new color in this popular garden flower, **rich dark wine red or deep rosy crimson.** While the flowers are not quite as large as the Heavenly Blue Morning Glory, they are of good size, about 4 inches in diameter, freely produced on fast growing vines which start blooming within 65 days after seed is sown, and are very showy for covering a fence or trellis. The dark green foliage does not make a heavy growth, leaving the plants graceful in appearance. As few plants are easier to grow or give a more colorful and satisfying return for the care given them than the Morning Glories or Ipomeas, **Scarlett O'Hara** will most certainly be a reigning favorite this season and for many years to come.

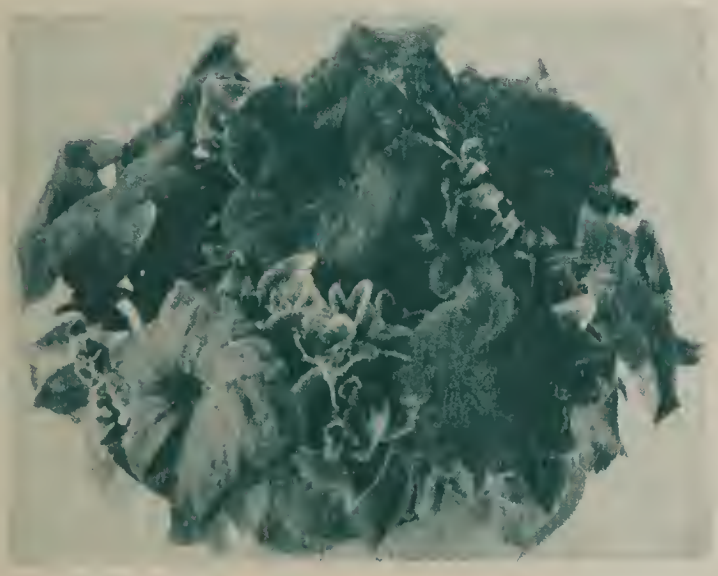
Tr. Pkt., **50c** 1/4 oz., **$1.00** Oz. **$3.00**

Ipomea (Morning Glory) Scarlett O'Hara

Petunia Grandiflora Nana Compacta Velvet Ball

Plants of Petunia Velvet Ball reach a height of about eight inches with a spread of only 8 to 10 inches and will have a dozen or more flowers in bloom at a time. The comparatively large and well shaped flowers are a **deep shade of velvety blood red** in color. For pot plant use, or as a border or edging plant Velvet Ball—has no equal.

Tr. Pkt., **75c**



Petunia Velvet Ball

ASTER EARLY GIANT (Wilt-Resistant)

Introducing Two Colors of a Valuable New Type Wilt Resistant Florist Aster

The flowers of **Early Giant** are similar to the Giants of California blooms, being very large and full with broad, graceful petals daintily plumed and intertwined. The plants however, differ considerably from the Giants of California since they are only 1 1/2 to 2 feet tall, breaking low on the central spike. There are practically no lateral or side branches. One of the most desirable characteristics is the early blooming habit of this type, the flowers being produced by the first week of September.

Peach Blossom—Attractive, full petaled flowers, which open almost **White and Flush Light Pink** then **Lavender Pink** as the flower fully matures.

Tr. Pkt., **50c** 1/4 oz., **$1.00** Oz., **$3.50**

Light Blue—A worthy companion to Peach Blossom, the color is a **Clear Rich Light Blue,** which blends beautifully with either deeper or lighter tones.

Tr. Pkt., **50c** 1/4 oz., **$1.00** Oz., **$3.50**

OUTSTANDING NOVELTIES and RECENT INTRODUCTIONS

DELPHINIUM

PACIFIC STRAIN (Vetterle & Reinelt)

This is the finest strain of Delphinium yet introduced. From our personal observations in the field, this is, and will prove the leader in Delphinium of the better types.

The flowers are an immense size, well set on strong straight stems. They do not shatter and are 60% to 80% mildew resistant. We offer these Delphinium with confidence and pleasure.

1939 NOVELTY

"GALAHAD SERIES"

Clear **white** of enormous size. The individual flowers, of very heavy glistening texture, average 3 inches in diameter. The spikes are pyramidal, with well spaced flowers, good branching habit, with a high percentage of mildew resistance. Galahad Series puts the white on a par with the largest and strongest Delphiniums and in a great many cases supersedes them.

Tr. Pkt., **$2.00** 1/8 oz., **$4.00** 1/4 oz., **$7.00** Oz., **$24.00**

1938 NOVELTIES

KING ARTHUR SERIES

Brilliant Royal Violet with **large white bee.** Individual florets 2½" in diameter, very thin woody stems with small foliage. Very long graceful spikes. Excellent for both cut flowers and show purposes. Mildew resistance from 80 to 90%.

GUINEVERE SERIES

Light Pink Lavender self with **white bee.** Individual florets 2½"—3" in diameter, large spikes, exellent branching habits. For cut flower and show purposes. Mildew resistance—50 to 70%.

SUMMER SKIES SERIES

Clearest Light Blue with **white bee.** Individual florets 2 to 2½" in diameter. Thin woody stems with very strong branching habits. Ideal for cut flower purposes. Mildew resistance—40 to 60%.

CLEAR WHITE

Individual florets 2 to 2½" in diameter. Well placed on large well balanced spikes. Clear glistening white with heavy texture. Exellent for show purposes.

Tr. Pkt., **$1.75** 1/8 oz., **$3.50** 1/4 oz., **$6.00** Oz., **$18.00**

	Tr. Pkt.	1/8 oz.	1/4 oz.	1 oz.
Light Blue Shades	**$1.25**	**$2.50**	**$4.50**	**$12.00**
Dark Blue Shades	1.25	2.50	4.50	12.00
Lavender Shades	1.25	2.50	4.50	12.00
Pastel Shades	1.25	2.50	4.50	12.00
Pacific Hybrids Mixed	1.25	2.50	4.50	12.00

OUTSTANDING NOVELTIES and RECENT INTRODUCTIONS

CYCLAMEN SEED
GLOECKNER'S STRAIN

This strain, which is produced by one of the foremost Cyclamen Specialists in Europe, is considered a long step forward in the introduction of new colors.

In offering this strain to the trade, we are introducing new pastel shades of decidedly different colors. We feel that new colors are vitally necessary if renewed interest is to be had in the production and use of Cyclamen.

We have placed an asterisk beside the colors we consider the better of the new shades, the standard shades are also included and are considered an exceptional strain.

	100 Seeds	1000 Seeds
* 1. Bright Red	$1.20	$10.00
2. Light Pink	1.20	10.00
3. Pink with dark eye (Rose of Marienthal)	1.20	10.00
4. Lilac	1.20	10.00
5. White with dark eye	1.20	10.00
* 6. Pure White	1.20	10.00
7. Dark Salmon (Glory of Wandsbek or Perle of Zehlendorf)	1.50	12.00
8. Light Salmon (Rose of Zehlendorf Improved)	1.50	12.00
9. Dark Red with salmon sheen	1.50	12.00
10. Salmon with ivory sheen	1.50	12.00
11. Rococo, Finest Mixed	1.50	12.00
12. Bonfire	1.75	16.00
*13. Dark Pink with strong salmon sheen	2.00	18.00
*14. Lilac color with salmon shading	2.00	18.00
*15. Salmon Pink with White rim	2.00	18.00
*16. Pink with dark shaded oblong stripes	2.00	18.00
17. America—scarlet salmon	2.00	18.00
*18. Fringed with red selvage and dark eye	2.00	18.00
19. Saffron Red with salmon sheen	2.00	18.00
*20. Exquisite—Pink salmon with white rim	2.50	22.00
*21. Pink Pearl (Apple-blossom with dark eye)	2.50	22.00
*22. Peach (purest Peach Blossom color)	2.50	22.00
*23. Cattleya (pale lavender lilac blue)	2.50	22.00
*24. Sunset (beautiful strong orange)	2.50	22.00

Five Outstanding Antirrhinums of Merit for Outdoor Planting

ANTIRRHINUM — NANUM GRANDIFLORUM — (Semi-Dwarf)

Guinea Gold—One of the winners in this years All-American trials. **Guinea Gold** is a welcome addition to this class. The large flowers, on compact spikes, are a striking **glowing bronzy orange** in color with **yellow throat**.....Tr. Pkt., **50c**

Purple Eclipse—Deep glowing **Ruby Purple.** Flowers well formed on strong symetrical spikes. Tr. Pkt., **50c** 1/4 oz., **$1.25** Oz., **$4.00**

St. George—Beautiful shade **Orange Cerise.** Distinct from all other varieties ..... Tr. Pkt., **50c** 1/4 oz., **$1.25** Oz., **$4.00**

Royal Rose—Deepest and richest **Rose** imaginable. Must be seen to be fully appreciated ..... Tr. Pkt., **50c** 1/4 oz., **$1.25** Oz., **$4.00**

Royal Cerise—Bright **Cerise-Carmine.** The strong spikes are thrown well above the foliage and the large well-formed flowers are ideally placed ..... Tr. Pkt., **50c** 1/4 oz., **$1.50** Oz. **$5.00**

Antirrhinum Royal Rose

ANTIRRHINUM

(Snapdragon)
For Greenhouse Culture

	Tr. pkt.	3 Tr. pkt.
Afterglow Finest golden orange	$1.00	$2.50
Bertha Bauer—Early lavender	1.50	4.00
Ceylon Court –Standard earliest yellow	1.00	2.50
Cheviot Hybrids "Christmas Cheer"—Shades of pink	2.00	
Cheviot Maid Supreme—Best deep rose	1.00	2.50
Coates' Yellow Perfection—Deep yellow	1.00	2.50
Daybreak—Briarcliff rose pink	1.50	4.00
Embers—Orange—Red	2.00	5.00
Fred Lippold—Light Pink	1.50	4.00
Glorious—Redish Bronze	2.00	5.00
Kirkwood Beauty—Bronze orange	1.00	2.50
Lucky Strike—White. Plant early	1.00	2.50
Maiden's Blush—Pink suffusion over white	2.00	5.00
Marie Louise—Seashell pink	2.00	5.00
Miss Wooster—Dazzling rich dark bronze. Early blooming. Heads are large and compact	1.50	4.00
Marion White—Fine clear white	1.50	4.00
Milady Bright, Pink	1.00	2.50
New Cincinnati—The finest light rose	1.00	2.50
New Dawn—Golden orange	1.00	2.50
New Deal—Early, fragrant, golden bronze	1.50	4.00
Peggy Schumann—Pink, on strong, sturdy stems	2.00	5.00
Radiance—Valuable large-flowered pink	1.00	2.50
Roman Gold—Bright coppery yellow	1.00	2.50
Rose Orange—Afterglow color. Strong stems	1.00	2.50
"Rose Pink" Cheviot Maid—Early blooming, hard, wiry stems	1.50	
Rose Queen—Finest deep rose-pink	1.00	2.50
Schrock's Orchid—A true Orchid shade	2.00	5.00
Schumann's Lavender (New)—Strong, sturdy stem; large flowers. For best results must be pinched low while still in small pots	3.50	
Schumann's Yellow (New) — Good, early yellow; strong stems. Pinch low for best results	3.50	
Sunset—Heavy spiked golden bronze	1.50	4.00
Sun-Tan—Orange tan. Extra-early	1.00	2.50
Talisman—Double and semi-double blossoms in both golden and bronze shades	2.00	
Terry's Surprise Improved—Rose shaded orange	1.50	4.00
Velvet Beauty—American Beauty red	1.00	2.50
Westover Fringed White	2.50	6.50
White Cheviot Maid	1.00	2.50
White Prosperity—Long-stemmed clear white	1.50	4.00
White Rock	1.00	2.50
White Wonder—Pure white, on strong wiry stems	2.00	
Yellow Cheviot Maid—Yellow	1.00	2.50

ACROCLINIUM—(Double)

This showy Free Flowering Annual is an excellent cut flower for the Florist and well worth a trial.

	Tr. Pkt.	Oz.
New Large Flowered Double Hybrids—Mixed colors	$ .35	$1.50

AGATHEA—BLUE DAISY

Coelestis—The lovely, free flowering blue Marguerite	$ .25	$1.25

AGERATUM

	Tr. pkt.	Oz.
Blue Perfection—Dark Blue	$ .15	$ .60
Little Blue Star—3 inches high, fine for bedding	.25	2.00
Blue Cap—Very dwarf	.50	3.00
Fairy Pink—(New)—Salmon Rose. Dwarf	.20	1.00

ALYSSUM

	Tr. pkt.	Oz.
Bouquet (Carpet of Snow) (Procumbens)—Best dwarf.....¼ lb., $2.25	$ .15	$ .75
Little Gem—Dwarf and compact.....¼ lb., $1.50	.15	.50
Sweet—Maritimum Trailing	.10	.20
Snow Cloth—(New)—Plants are flat and a compact mass of pure white flowers	.50	

AMARANTHUS

	Tr. pkt.	Oz.
Molten Fire—Leaves are of irridescent Crimson-Salmon color	$ .35	$2.00

ASPARAGUS

	Seeds 1,000	Seeds 5,000	Seeds 10,000
Plumosus Nanus	$1.25	$6.00	$10.00
Sprengeri	1.00	4.50	8.00

ANTIRRHINUM

(Snapdragon)

STANDARD OUTDOOR RUST PROOF VARIETIES

MAJUS GRANDIFLORUM

	Tr. Pkt.	¼ oz.	Oz.
Autumn Glow Shades—Old Rose, suffused Amber	$.35	$.75	$2.50
Fiery Red—Very brilliant	.35	.75	2.50
Harmony Shades—Terra Cotta Yellow, shaded Rose	.35	.75	2.50
Pinkie—Clear Rose	.35	.75	2.50
Salmon Shades—Salmon Rose, pink shades	.35	.75	2.50
Shasta—Pure White	.35	.75	2.50
Wallflower Red	.35	.75	2.50
Yellow Jacket—Deep Yellow	.35	.75	2.50
University of California DeLuxe Mixture — Evenly balanced blend of popular colors	.30	.50	1.75

MAXIMUM GRANDIFLORUM

	Tr. Pkt.	¼ oz.	Oz.
Alaska—(*Snowflake*)—White	.30	.85	3.00
Canary Bird—Canary Yellow	.30	.85	3.00
Copper King—Bronzy Copper	.30	.85	3.00
Crimson—Fiery Crimson	.30	.85	3.00
Indian Summer—Coppery Orange Scarlet	.30	.85	3.00
Salmon Rose Shades	.30	.85	3.00
Swing Time—Rose Pink	.30	.85	3.00
Finest Mixed	.30	.85	3.00

NANUM GRANDIFLORUM

	Tr. Pkt.	¼ oz.	Oz.
Carmine Rose—Bright Carmine Rose	$.25	$.60	$2.00
Indian Girl—Old Gold	.25	.60	2.00
Light Salmon Pink	.30	.85	3.00
Orange Pink—Orange suffused Pink	.30	.85	3.00
Red Boy—Rich deep Scarlet	.25	.60	2.00
Tangerine—Bronzy Orange	.25	.60	2.00
Wildfire—Bright Orange Scarlet	.25	.60	2.00
Yellow Gem—Clear Yellow	.25	.60	2.00
Finest Mixed	.25	.60	2.00

NANUM GRANDIFLORUM

(New English Strain)
(Semi-Dwarf, Large Flowering)

	Tr. Pkt.	¼ oz.	Oz.
Guinea Gold—(New)—Glowing Bronzy Orange with yellow throat	$.50		
Purple Eclipse — Deep Glowing Ruby Purple. Flowers well formed on strong symetrical spikes	.50	1.25	4.00
St. George — Beautiful shade Orange Cerise. Distinct from all other varieties	.50	1.25	4.00
Royale Cerise—The brightest of all Cerise Antirrhinum	.50	1.50	5.00
Royal Rose—Deepest and richest Rose imaginable. Must be seen to be fully appreciated	.50	1.25	4.00

ASTERS

BODGERS WILT RESISTANT STRAINS—

These well-known, early flowering Asters are of branching habit, about 20" tall, blooming in early July directly after the Early Express. They are most useful for early market purposes, with long stems for cut flowers.

	Tr. pkt.	¼ oz.	Oz.
(QUEEN OF MARKET)			
Crimson	$ .40	$ .50	$1.75
Dark Blue or Purple	.40	.50	1.75
Light Blue or Lavender	.40	.50	1.75
Peach Blossom or Blush Pink	.40	.50	1.75
White	.40	.50	1.75
Finest Mixed	.40	.50	1.75
EARLY ROYAL BRANCHING			
Plants branching, 1½ - 2 feet, blooming directly following the Queen of the Market.			
Azure Blue or Dark Lavender	.40	.50	1.75
Deep Rose	.40	.50	1.75
Peach Blossom (Lavender Pink)	.40	.50	1.75
Purple (Deep Purple)	.40	.50	1.75
White	.40	.50	1.75
Finest Mixed	.40	.50	1.75
AMERICAN BEAUTY			
Blooms from August and continues until frost. The large and double flowers are produced on long heavy stems; plants 2 to 3 feet high.			
Azure Fairy (Dark Lavender)	.40	.50	1.75
Crimson	.40	.50	1.75
Deep Rose	.40	.50	1.75
Purple	.40	.50	1.75
September Beauty (Flesh Pink)	.40	.50	1.75
Silvery Rose	.40	.50	1.75
White	.40	.50	1.75
Mixed	.40	.50	1.75
EARLY GIANT			
The finest large flowered, heavy stemmed wilt resistant Aster yet developed. Flowers are of the large Giants of California type, while the plants are less tall, about 1½ inches in height. This class is early blooming, coming into flower by the first week in September.			
Light Blue	.50	1.00	3.50
Peach Blossom	.50	1.00	3.50

AMERICAN BRANCHING (Semple's)

Plants 2½ to 3 feet tall, branching, robust, flowers large, double and fine form. Our selected stocks of these are the best money can buy.

	Tr. pkt.	¼ oz.	Oz.
Azure or Dark Lavender	.40	.50	1.75
Crimson	.40	.50	1.75
Deep Rose	.40	.50	1.75
Peach Blossom	.40	.50	1.75
Purple	.40	.50	1.75
Shell Pink (Mary Semple)	.40	.50	1.75
White—Extra select, long stems	.40	.50	1.75
Finest Mixed	.40	.50	1.75
IMPROVED CREGO			
Plants robust, branching about 2½ feet tall, flowers large, double and well formed, one of the finest varieties for all purposes.			
Azure Blue	.40	.50	1.75
Blue Flame (Bodger) Bright Navy Blue	.40	.50	1.75
Crimson	.40	.50	1.75
Deep Rose	.40	.50	1.75
Enchantress	.40	.50	1.75
Light Blue (Lavender)	.40	.50	1.75
Peach Blossom	.40	.50	1.75
Shell Pink	.40	.50	1.75
Purple or Dark Blue	.40	.50	1.75
White	.40	.50	1.75
Finest Mixed	.40	.50	1.75

Aster Crego

ASTERS

VARIOUS RESISTANT VARIETIES

	Tr. pkt.	1/4 oz.	Oz.
Ball White Early—White, medium early, crested center, branching 2 to 2½ ft...	.40	.50	1.75
Ball White Late—White, late branching, 2½ to 3 ft. long stems.....	.40	.50	1.75
Ball Deep Rose—Bright deep rose, early, 2½ to 3 ft. branching.....	.40	.50	1.75
Ball Purple—Deep bright purple, early, 2½ to 3 ft. branching.....	.40	.50	1.75
Early Phlox Pink—Clear light rose Pink, late branching type, 2½ to 3 ft.....	.40	.50	1.75
Heart of France—Bright Red	.40	.50	1.75

SINGLE CHINENSIS

Plant 1½ to 2 feet tall, flowers daisylike, petals wide and closely placed, blooms in late August.

Rainbow Mixture	.20	.35	1.25

IMPROVED NEW GIANT CALIFORNIA SUNSHINE

(Not Resistant)

The flowers are composed of a single row of loosely placed outer petals which contrast with the unique yellow quill-like center disc.

	Tr. pkt.	1/4 oz.	Oz.
Enchantress Pink—Salmon Pink	$ .35	$1.00	$3.50
Light Blue—Extra large flowers	.35	1.00	3.50
Purple	.35	1.00	3.50
Rose	.35	1.00	3.50
White	.35	1.00	3.50
Finest Mixed	.35	1.00	3.50

AURORA

A splendid free flowering aster, with large full flowers, quilled centers and outer band of broad petals. Height 2 feet, fine for cutting.

	Tr. pkt.	1/4 oz.	Oz.
Blue—Light blue, yellow center (not resistant)	$ .40	$.50	$1.75
Golden Sheaf—(wilt resistant) yellow self	.40	.50	1.75
Rose—Bright rose, yellow center (not resistant)	.40	.50	1.75

ORDINARY STRAINS
IMBRICATED POMPON

(Pompon Type Flowers — Not Resistant)

Early flowering, upright growing, 12" to 14" plants bearing numerous small round cushion centered flowers which are excellent for cutting.

Crimson with White Center	$ .35	$ .75	$2.25
Fiery Scarlet	.35	.75	2.25
Light Blue	.35	.75	2.25
Light Blue with White Center	.35	.75	2.25
Rose	.35	.75	2.25
Violet or Dark Blue	.35	.75	2.25
White	.35	.75	2.25
Finest Mixed	.35	.75	2.25

SUPER GIANT

(Not Resistant)

This is the largest and most fully double Aster class known. The flowers are from 6" to 8" across, with full petaled, graceful, interlacing petals. Plants are about 2½ feet tall, with six to eight long, non-lateral stems per plant.

El Monte—(Bodger) crimson.
Tr. Pkt., **40c** 1/4 oz., **75c** Oz., **$2.50**

Los Angeles—Shell pink.
Tr. Pkt., **40c** 1/4 oz., **75c** Oz., **$2.50**

OSTRICH FEATHER

Bajazzo—(Novelty) Variegated with Red and White stripes. Very effective.
Tr. Pkt., **75c** 1/4 oz., **$1.00** Oz., **$3.50**

Hand Pollenizing Asters

BEGONIA

	Tr. pkt.	1/64 oz.	1/32 oz.
Carmen—Dark bronze foliage, bright rose flowers	**$1.00**	$1.75	$3.25
Christmas Cheer—Crimson	**1.00**		2.50
Erfordi—Rose Carmine	**.75**		1.50
Elegant (New)—White attractively edged crimson, clear green foliage that contrasts well with the flowers	**1.00**		
Fire Sea or **Blaze of Fire**—Extra dwarf. Green foliage. Large fiery red flowers	**1.00**		
Gracilis Indian Maid	**1.00**	**2.00**	**3.50**
Luminosa Compacta—Dark brown foliage hidden by the mass of medium sized bright scarlet blossoms	**1.00**	**2.25**	
Luminosa—Red	**1.00**		**2.00**
Pink Pearl—(Rosa Pearl)—Dwarf compact habit, 6/8" height. This Begonia is excellent for pot culture. The plants form perfect balls, and the flowers are well above the fresh green foliage	**1.00**		
Prima Donna—Carmine Rose	**1.00**		**3.00**
Red Pearl—(Rote Pearl)—Same as Pink Pearl in growth, height and blooming habit. Brilliant dark scarlet in color	1.00		
Salmon Queen—Cinnabar red, dark leaf, very free blooming	1.00		**1.75**
White Pearl—Best while, light green foliage	**1.00**		**2.00**

CALCEOLARIA

	Tr. pkt.
Hybrida Grandiflora—Tall mixed	**1.00**
Hybrida Grandiflora Compacta—Dwarf. Fine Tigered and Spotted Mixed	
Hybrida Multiflora Nana—Compact growth of medium size with brightly colored flowers. The most popular strain	**1.00**
Multiflora Nana Golden Tiger—Golden yellow flowers with dark brownish red dots	**1.00**
Multiflora Nana Indian-Prince—Rich dark Scarlet with Orange suffusion	**1.00**

CALENDULAS

Calendula Campfire Improved Florist Strain

	Tr. pkt.	1/4 oz.	Oz.	1/4 lb.
Sensation or **Campfire Improved**—Best of all Brilliant Orange. Scarlet Sheen	**$.40**	**$.60**	**$2.00**	**$6.50**
Ball's Gold—Deep Golden Yellow	**.40**	**.60**	**2.00**	**6.50**
Ball's Orange—Glowing Orange	**.40**	**.60**	**2.00**	**6.50**
Ball's Supreme—Orange, dark Brown center	**.40**	**.60**	**2.00**	**6.50**
Masterpiece—Deep Orange, Brown center	**.40**	**.60**	**2.00**	**6.50**

CANTERBURY BELLS

A new annual Canterbury Bell which blooms from seed in less than six months. Plants 2 to 2½ feet, bearing 6-8 flower spikes.

	Tr. pkt.	1/4 oz.	Oz.	1/4 lb.
Finest Mixed	**$.25**	**$.50**	**$1.50**	

CANDYTUFT

	Tr. pkt.	Oz.	1/4 lb.
Giant Hyacinth Flowered White—A very superior strain growing 1½ feet high with immense trusses of bloom. We believe it the finest strain to be had.	**.20**	**.75**	**$2.25**

UMBELLATA VARIETIES

Carmine	.15	.50	1.25
Lavender	.15	.50	1.25
Pink—Flesh Color	.15	.50	1.25
Rose Cardinal—Brilliant Rosy Red	.15	.50	1.25
White	.15	.50	1.25

CARNATION (Enfant de Nice)

One of the best annual Carnations. Plants are strong, robust growers bearing flowers 2½ to 3" in diameter on good stiff stems. Do not expect over 75% to come true to color and 90% double flowers.

	Tr. pkt.	¼ oz.
White	$ .50	$3.00
Salmon	.50	3.00
Rose	.50	3.00
Red	.50	3.00

CELOSIA PYRAMIDALIS

	Tr. pkt.	¼ oz.
Flame of Fire (New)—Fine dwarf type, fiery red	.50	$1.25
Fiery Feather—Similar to Flame of Fire, but taller and with somewhat smaller plumes more freely produced	.40	1.25
Golden Feather—Habit same as Fiery Feather, but with golden yellow plumes	.50	1.25
Pride of Castle Gould—3 to 4 ft. Mixture of yellow, orange and red shades	.50	.75
Thompsonii Magnifica Finest Mixed—Excellent Strain	.25	.75

Improved Cristata

Dwarf Golden Yellow	.30	
Dwarf Empress—Deep scarlet, bronzy green foliage	.25	

CENTAUREA (Dusty Miller)

For Borders, Vases, Baskets, etc.

		Oz.
Candidissima. Silvery Gray foliage	.25	1.50
Gymnocarpa—Fine silvery foliage	.20	.50

CENTAUREA CYANUS (Cornflower)

Popular free-flowering annuals. Now largely grown under glass for Mother's Day sales, also for Decoration Day.

	Tr. pkt.	Oz.	¼ lb.
Blue Boy—Excellent for forcing	$ .15	$ .40	$1.25
Pinkie	.15	.40	1.25
Rose	.15	.40	1.25
White	.15	.40	1.25

CENTAUREA GIANT IMPERIALIS

Brilliant Rose	.20	.60
Deep Lavender	.20	.60
Delicate Lilac	.20	.60
Yellow	.20	.60

CENTAUREAS (Various)

Americana—(Basket Flower) A splendid variety growing 3 ft. high and bearing immense thistle-like blooms of a rosy-lavender color. Splendid for cutting	.15	.50
Suaveolens—(Yellow Sweet Sultan or Grecian Cornflower) Very showy large bright yellow flowers; sweetly scented and a popular sort for cutting; lasting well	.15	.45

CHRYSANTHEMUMS (Annual)

Another group which is finding favor with florists for cut flower material. Chrysanthemums last remarkably well as cut lowers, but for best results, keep them in water for 24 hours before marketing.

Eastern Star—Light Yellow	.15	.45
Eldorado—Bright yellow with dark brown disc. One of the best	.15	.45
Morning Star—Primrose Yellow	.15	.45
Evening Star—Sunflower Yellow	.15	.45
Northern Star—Pure White	.15	.45

CLARKIA (Elegans Double)

Attractive cut flower. Sow in January, grow on in a flat or shallow raised bed and keep on dry side.

	Tr. pkt.	Oz.	¼ lb.
Albatross—The best white	$ .20	$ .60	
Brilliant—Bright deep rose. Very good color	.20	.60	
Enchantress—Light salmon-pink	.20	.75	
Firebrand—Fairly deep scarlet	.20	.60	
La France—Light salmon-pink	.20	.60	
Orange King—Large, fully double orange-scarlet. Excellent market variety	.20	.60	
Salmon Queen—Medium light salmon-pink	.20	.60	
Mixture of above colors	.20	.50	

COBAEA SCANDENS (Cup and Saucer Vine)

Blue	.15	50	1.50

COLEUS

Large Leafed Hybrids Giant Exhibition Mixed—Seed saved from newest and finest large leafed varieties of superbly variegated foliage	1.00	1/32 oz. 2.00

CINERARIA

SITERS RAINBOW STRAIN

This Cineraria carries immense flower heads, is compact in growth and has small round leaves. The medium large flowers range in colors from the bright-eyed types to the finer pastel shades.....Orig. Pkt. **$2.00** each

	Tr. Pkt.	1/32 oz.	1/16 oz.
Cremer's Prize Strain—This strain has been greatly improved by the originator—has small foliage that is wilt-proof with tremendous heads of flowers of the brightest colors	$1.50	$4.50	$8.00
Hybrida Berlin Market Strain—Full bouquets of medium sized flowers in richly mixed colors	1.00		
Hybrida Grandiflora—Semi-dwarf mixed	1.00		
Multiflora Nana—Potsdam strain, dwarf, large compact flowers. Fine mixture	1.00		
Stellata Hybrida Mixed—Star shaped flowers. Very desirable	.50		

COSMOS

	Tr. pkt.	Oz.
Orange Flare (Klondyke)—Early flowering Orange	$ .25	$1.00
Sensation		
Pinkie—Delightful rose pink	.25	1.50
Purity—Glistening White	.25	1.50
Mixed	.25	1.50
Extra Early Double Crested or Anemone Flowered		
Crimson King (Carnelia)	.35	2.00
Pink Beauty (Peach Blossom)	.35	2.00
White Queen (Whirlwind)	.35	2.00
Finest Mixed	.35	2.00
Single Early		
Crimson	.15	.40
Pink	.15	.40
White	.15	.40
Mixed	.15	.40
Late Mammoth Single		
Lady Lenox Pink	.15	.30
Crimson	.15	.30
Lady Lenox White	.15	.30

CUPHEA (Cigar Plant)

Platycentra—Scarlet	.50	
Firefly (New)—Fiery cerise red with small delicately formed flower produced on compact plants	.50	

Cosmos Sensation

CYCLAMEN SEED

GLOECKNER'S STRAIN

See Novelty Page ..... for description

		100 Seeds	1000 Seeds
* 1.	Bright Red	$1.20	$10.00
2.	Light Pink	1.20	10.00
3.	Pink with dark eye (Rose of Marienthal)	1.20	10.00
4.	Lilac	1.20	10.00
5.	White with dark eye	1.20	10.00
* 6.	Pure White	1.20	10.00
7.	Dark Salmon (Glory of Wandsbek or Perle of Zehlendorf)	1.50	12.00
8.	Light Salmon (Rose of Zehlendorf Improved)	1.50	12.00
9.	Dark Red with salmon sheen	1.50	12.00
10.	Salmon with ivory sheen	1.50	12.00
11.	Rococo, Finest Mixed	1.50	12.00
12.	Bonfire	1.75	16.00
*13.	Dark Pink with strong salmon sheen	2.00	18.00
*14.	Lilac color with salmon shading	2.00	18.00
*15.	Salmon Pink with White rim	2.00	18.00
*16.	Pink with dark shaded oblong stripes	2.00	18.00
17.	America—scarlet salmon	2.00	18.00
*18.	Fringed with red selvage and dark eye	2.00	18.00
19.	Saffron Red with salmon sheen	2.00	18.00
*20.	Exquisite—Pink salmon with white rim	2.50	22.00
*21.	Pink Pearl (Apple-blossom with dark eye)	2.50	22.00
*22.	Peach (purest Peach Blossom color)	2.50	22.00
*23.	Cattleya (pale lavender lilac blue)	2.50	22.00
*24.	Sunset (beautiful strong orange)	2.50	22.00

(Binneweis Strain)

Nos.		100 Seeds	1000 Seeds
1	Dark Blood Red	$1.20	$10.00
2	Bright Red	1.20	10.00
3	Pure Rose	1.20	10.00
4	Rose of Marienthal Improved—Bright Pink	1.20	10.00
5	White With Carmine Eye	1.20	10.00
6	Pure White	1.20	10.00
7	Bonfire—Brilliant Scarlet	1.75	16.00
8	America Improved—Golden Salmon	2.00	16.00
9	New Salmon Rose Improved	1.60	13.00
10	Glory of Wandseek or Perle Zehlendorf—Salmon Red	1.50	12.00
11	Rose of Zehlendorf—Salmon Pink	1.50	12.00
12	Orange Beauty	2.00	17.00
15	Saffron Red	1.40	11.00
19	Lavender	1.20	10.00
21	Pink Pearl (Novelty)	2.00	17.00

DELPHINIUM
PACIFIC STRAIN
(Vetterle & Reinelt)

GALAHAD SERIES (1939 NOVELTY)

	Tr. Pkt.	1/8 oz.	1/4 oz.	1 oz.
Clear White flowers of enormous size	$2.00	$4.00	$7.00	$24.00

PACIFIC STRAIN NOVELTIES

King Arthur Series—Brilliant Royal Violet with large White bee	1.75	3.50	6.00	18.00
Guinevre Series—Light Pink Lavender self with White bee	1.75	3.50	6.00	18.00
Summer Skies Series—Clearest Light Blue with White bee	1.75	3.50	6.00	18.00
Clear White—Clear glistening white of heavy texture	1.75	3.50	6.00	18.00

For Complete Description of these Varieties See Novelty Page 6.

This is the finest strain of Delphinium yet introduced and we cannot recommend it too highly. Mildew resistance, 60 to 80 per cent.

	Tr. Pkt.	1/8 oz.	1/4 oz.	1 oz.
Light Blue Shades	$1.25	$2.50	$4.50	$12.00
Dark Blue Shades	1.25	2.50	4.50	12.00
Lavender Shades	1.25	2.50	4.50	12.00
Pastel Shades	1.25	2.50	4.50	12.00
Pacific Hybrids Mixed	1.25	2.50	4.50	12.00

OTHER STRAINS AND VARIETIES

	Tr. pkt.	Oz.
Blackmore & Langdon Strain—Tall, robust plants bearing large, full spikes of flowers ranging through singles, semi-doubles and doubles	$ .75	$5.00
Cliveden Beauty (Improved Belladonna)—Select strain. Turquoise Blue	.50	2.00
Bellamosum—Dark Blue. Of Belladonna habit of growth	.40	2.00
Gold Medal Hybrids—Large flowering. Tall	.25	1.25
Wrexham Hybrids—Hollyhock Strain. A blending of light and dark shades of both single and double flowers	.50	5.00

CHINENSIS

	Tr. Pkt.	Oz.
Alba—Pure white	$ .35	$2.00
Cambridge Blue	.35	2.00
Liberty Larkspur—Dark blue	.35	2.00
Finest Mixed	.15	.75

DIDISCUS

Coerulea—(Blue Laceflower)	.25	1.00

DAHLIAS

This item, which is quite easy to raise from seed, has been overlooked by a good many florists. Vast improvements have been made in these strains which come remarkably true to type and height. What is equally important, they are early flowering, blooming profusely the same year they are sown.

	Tr. Pkt.	Oz.
Unwin's Dwarf Ideal Bedding Mixed—Early flowering semi-double, 18 inches in a wide range of colors	$ .50	$2.50
Coltness Hybrids—Dwarf single type; very free flowering; height 2 feet; choice mixed colors	.40	2.50

Dahlia Unwin's Ideal Bedding Mixed

Gloeckner FLOWER SEEDS 1939

DIMORPHOTHECA

	Tr. Pkt.	Oz.
Aurantiaca — (African Orange Daisy), Golden Orange. Splendid for cutting; well adapted for forcing; 1 foot	$ .25	$1.00

DRACAENA

Australis—Broad leaves— per 1/4 lb., $2.50	.20	.75
Indivisa — Narrow green leaves. The popular kind for bedding or vases— per 1/4 lb., $1.25	.15	.40

EUPHORBIA

Heterophylla—(Annual Poinsettia)	.15	.75
Variegata—(Snow on the Mountain)	.15	.50

EXACUM

Affine—Light Blue flowers	1.00
Affine Atrocoeruleum — Fragrant Blue flowers; plants very dwarf; excellent for pots and baskets	1.00

FEVERFEW - MATRICARIA

Double White—Excellent for cut flowers	.15	.75
Golden Ball—Yellow	.40	2.00

GOMPHRENA—(Globe Amaranthe)

Splendid everlasting; excellent for cutting

Nana Compacta Red—Dwarf Red	.15	.35
Aurea Superba—Orange Yellow	.20	.75
Mixed Colors	.15	.35

HELICHRYSUM MONSTROSUM
(STRAW FLOWER)

	Tr. pkt.	Oz.
Canary Yellow	.15	.60
Crimson	.15	.60
Fireball or **Scarlet**	.15	.60
Goldenball	.15	.60
Rose Carmine	.15	.60
Rose Queen	.15	.60
Salmon Queen	.15	.60
Silverball	.15	.60
Silvery Pink	.15	.60
Violet Queen	.15	.60
Finest Mixed	.15	.60

IMPATIENS (Sultan's Balsam)

Splendid for house and conservatory; fine pot plant.

	Tr. pkt.
Sultani—Carmine	$ .50
Sultani Hybrids—Mixed	.50
Holsti Hybrids—Mixed	.50
Holstii Liegnitzia—Deep vermilion-red. Free-flowering	.50

IPOMOEA—(Moonflower)

To assist in the germination of Ipomea Noctiflora, cut the pointed tip of each seed. Soak overnight in lukewarm water, placing the container in a warm position, near and not on a steam pipe. Sow immediately the next morning in the usual manner and cover seed flat with moist spaghnum moss, placing flats in a raised position over steam pipes at least six inches above. They should germinate in this manner in 48 hours. Place in full light as soon as up.

	Tr. Pkt.	Oz.
Noctiflora—Mexicana Grandiflora) 1/4 lb., $1.00	$ .15	$ .40
Clark's Mammoth Blue—(Heavenly Blue Improved)—Plant in a dry sandy location and never apply fertilizer	.25	1.00
Scarlett O'Hara—(New)—See Novelty Page 5 for description 1/4 oz., $1.00	.50	3.00

KALANCHOE

Globulifera Coccinea—A succulent pot plant that is of very easy cultivation; in form the flowers are similar to Bouvardia and in color a very bright scarlet 3 Tr. Pkts., $2.50 — 1.00

KOCHIA
(Summer Cypress or Mexican Fire Bush)

Childsi—Improved Strain	.10	.20

GOURDS—(Ornamental)

	Tr. Pkt.	Oz.
Cave Man's Club — Knobby, club shaped, dark green	.15	.50
Large Varieties Mixed	.15	.25
Small Varieties Mixed	.15	.25
Warted—Mixed colors and shapes	.15	.30
La Montagne Silver Medal Strain—(originators seed)—Considered one of the best strains	.35	1.50

GREVILLEA—(Silk Oak)

Robusta — A splendid foliage plant; makes an ideal base for made-up holiday baskets; easily raised from seed	.25	.85

GYPSOPHILA—(Baby's Breath)
(Annual)

Free blooming plants of easiest culture. Desirable for cutting to mix with other flowers.

	Oz.	1/4 lb.	1 lb.
London Market Improved	.25	.60	$1.75
Convent Garden Strain — Pure White	.20	.60	1.60
Paris Market — White	.15	.40	1.00

Gypsophila London Market Improved

Larkspur Giant Imperial White King

ANNUAL LARKSPUR

GIANT IMPERIAL or BASE BRANCHING

Tall, upright, compact, basal branching in habit, the Giant Imperials have superseded all other types of Larkspurs for florists' and general garden use. The delphinium like spikes of double flowers, carried on stems 4'-5' long, are compactly placed on the upright growing plants, requiring only about one-half the space needed for the old stock flowered type of Larkspur.

	Tr. pkt.	Oz.	Lb.
Blue Bell—Azure blue	$ .25	$1.00	$10.00
Blue Spire—Very deep violet blue	.25	1.00	10.00
Carmine King—Deep carmine rose	.25	1.00	10.00
Daintiness—Delicate lavender	.25	1.00	10.00
Dazzler—Rich scarlet	.25	1.00	10.00
Exquisite Pink Improved—Soft pink shaded salmon	.25	1.00	10.00
Exquisite Rose—Rose pink	.25	1.00	10.00
Gloria Improved	.25	1.00	10.00
Lilac Spire	.25	1.00	10.00
Los Angeles Improved—Brilliant pink on salmon	.25	1.00	10.00
Miss California—Deep rose on salmon	.25	1.00	10.00
The Empress Improved—Salmon rose	.25	1.00	10.00
White King—Glistening white, huge flowers	.25	1.00	10.00
White Spire—Pure white, early	.25	1.00	10.00

LEPTOSYNE

	Tr. Pkt.	Oz.
Stillmani—Excellent golden yellow cut flower on 18" stems. Blooms in 6 weeks	$ .50	$ .75
Golden Rosette—(New) Bright yellow double form of the above	.50	

LUNARIA—(Honesty)

	Tr. pkt.	Oz.
Biennis Alba—Silvery seed pods	$ .20	$ .60

LOBELIA

Sow early to get best results.

	Tr. pkt.	Oz.
Blue Gown—Clear deep blue without eye, compact habit	.50	3.00
Blue Stone—Dwarf bright blue, compact habit	.40	2.50
Crystal Palace Compacta—Dwarf, dark blue	.40	2.00
Emperor William—Dwarf, light blue	.25	2.00
Mrs. Clibran Imp.—Dwarf blue, white eye ¼ oz., $1.00	.25	
Sapphire—Deep blue, white eye, trailing	.35	2.00

LUPINUS (Annual)

New Giant King

A new improved strain. 3 to 4 ft. tall. King Lupines have the base branching habit, with four to six long spikes to the plant. Each spike has from 25 to 50 more blooms than the Hartwegii type. The blooms are also a little larger.

	Tr. pkt.	Oz.
King Blue (Oxford Blue)	.20	.60
King White (Pure White)	.20	.60
King Mixed	.20	.60

HARTWEGII

	Tr. pkt.	Oz.
Pink	.15	.30
Rich Blue	.15	.30
Sky Blue	.15	.30
White	.15	.30

MARIGOLDS

GIGANTEA

A remarkable new sweet scented, robust growing, extremely large flowered type, ideal for show purposes, florist use and garden decoration.

	Tr. Pkt.	¼ oz.	Oz.
Orange Sunset—See Page 4 for full description	$ .50	$1.50	$5.00
Sunset Giants—A rich mixture in the following color range: Deep Orange, Golden Orange, Light Yellow, Lemon Yellow	.40		2.00

TALL DOUBLE AFRICAN VARIETIES

The All Double Strains. Of comparative recent development, these strains produce practically 100% true double flowers.

	Tr. Pkt.	Oz.
Orange All Double—Rich Orange	$ .30	$1.50
Lemon All Double—Bright Lemon Yellow	.30	1.50
Orange Ball	.25	.75
Lemon Ball	.25	.75
Golden Emblem	.30	1.50

Marigold Yellow Supreme

CARNATION FLOWERED

	Tr. Pkt.	Oz.
Guinea Gold—Reselected Strain, Orange, loosely ruffled flowers. 2 - 2½ feet	$ .25	$1.50
Yellow Supreme—One of the best of all the Marigolds for cutting. The large flowers have a slight fragrance and are a golden yellow in color	.30	1.50

AFRICAN LITTLE GIANTS

	Tr. Pkt.	Oz.
Little Giants range in height from 10 to 15 inches and yet will actually produce a large head of beautiful 4-inch flowers. A small percentage of taller plants will show up. However, these are easily detected at the transplanting stage as they all have light colored foliage. Little Giants being a deep bluish green. This strain is recommended for bedding and pot plants and the colors range from a **yellow to a very bright orange** with many shades in between	$ .50		$2.50

AFRICAN DWARF DOUBLE IMBRICATA

	Tr. Pkt.	Oz.
Golden Queen—Golden Yellow, 18 inches	$ .25	$1.75
Orange Queen—Orange, 18 inches	.25	1.75
Yellow Queen—Clear Lemon Yellow, 18 inches	.25	1.75
Queen Mixed—(Floribunda)	.25	1.75

Marigold French Dwarf Single Legion of Honor

DWARF FRENCH VARIETIES

	Tr. Pkt.	Oz.
Harmony—Double, very charming, scabiosa-like flowers with deep orange center petals, flanked by wide dark maroon-brown petals. Dwarf, compact, exceedingly free flowering, very early, 100% true	$ .35	$1.25
Fire Cross—Single, saffron, orange with brown, red center	.20	.60
Legion of Honor—Single golden yellow with crimson spot	.15	.50
Double Monarch Strain Mixed—A very compact type, comprising a wide range of colors, bronze, yellow and mahogany	.20	.75
Dwarf Royal Scott All Double—(New)—Rich mahogany and gold in uniform stripes. 10 to 12 inches	.35	2.00

TALL FRENCH

	Tr. Pkt.	Oz.
Josephine—(Single)—Dark crown with edging of gold and a glint of crimson	.15	.50
Liebs Winter Flowering — Deep brown with golden yellow crested center. An excellent winter cut flower with good keeping qualities and a distinctly sweet odor	.50	

MARIGOLDS—(Continued)
SMALL FLOWERED TYPES

	Tr. Pkt.	Oz.
Lilliput—(Double, very dwarf, excellent for pots).		
Brown	.25	1.00
Golden Yellow	.25	1.00
Sulphur Yellow	.25	1.00
Yellow and Brown	.25	1.00
Fine Mixed	.25	1.00
Tagetes—		
Signata Pumila Gnome — Large flowered golden yellow, 6 inches tall. Splendid for edging	.20	1.00
Signata Pumila "Little Giant"—(New)—Very dwarf, orange	.25	1.25

MIGONETTE

Valuable for cutting on account of its fragrance.

	Tr. Pkt.	Oz.
Giant New York Market — Selected Florist Strain	$1.00	$6.00

NASTURTIUM DOUBLE GLEAM

	Oz.	¼ Lb.	Per Lb.
Golden Gleam—Golden yellow, sweet scented, long stemmed	$.15	$.35	$1.00
Moon Gleam—Light golden cream	.15	.40	1.25
Orange Gleam—Deep glowing golden orange	.15	.40	1.25
Salmon Gleam—Delicate golden salmon	.15	.40	1.25
Scarlet Gleam—Scarlet, sweet scented	.15	.35	1.00
Glorious Gleam Hybrids Finest Mixed — Wide assortment colors, sweet scented	.15	.40	1.00

NASTURTIUM DWARF DOUBLE

	Oz.	¼ Lb.	Per Lb.
Golden Globe—Golden yellow, sweet scented	$.15	$.40	$1.25
Gem Mixture — Dwarf compact gem-like plants, excellent color range, sweet scented	.15	.40	1.25

NICOTIANA AFFINIS (Ornamental Tobacco)

Showy sweet scented annual plants, giving a continuous display of Summer flowers.

	Tr. Pkt.	Oz.
White—Fragrant	$ .15	$ .40
Crimson Bedder—Compact, Deep Crimson	.25	2.00
Rose and Pink Shades	.25	.75

Pansy Roggli

NIEREMBERGIA—(Dwarf Cup Flower)

	Tr. Pkt.	1/32 oz.
Hippomanica—(New)—Lavender Blue flowers with a touch of Yellow in the center. Plants are dwarf and compact in habit.	$ .50	$2.00

NEMESIA STRUMOSA GRANDIFLORA (Guttoni)

Large flowered and long stemmed. Fine for cutting.

	Tr. Pkt.	¼ oz.
Blue	$ .25	$ .60
Cherry Red	.25	.60
Orange	.25	.60
Rose	.25	.60
Scarlet	.25	.60
White	.25	.60
Finest Mixed—Very bright mixture	.25	.60

NEMESIA NANA COMPACTA

Dwarf habit. Branches freely from base. Excellent for pots.

	Tr. Pkt.	¼ oz.
Aurora—Carmine red with white lip	$ .25	$ .60
Blue Gem Improved — Myosotis blue, free flowering	.25	.60
Fire King—Brilliant scarlet-crimson, large flowers	.25	.60
Orange Prince—Rich orange, large flowers	.25	.60
Superbissima Mixed—Large flowered bright shades	.25	.60

PANSIES

	Tr. pkt.	⅛ oz.	¼ oz.	Oz.
Englemen's Special	$ .50	$1.50	$2.50	$8.00
Gloeckner's Exhibition Mixed	.50	1.25	1.75	6.50
Gloeckner's Superfine "Non Plus Ultra"	1.00	1.50	2.75	10.00
Masterpiece Mixed	.40		.75	2.50
Roggli Swiss Giant Imp. Mixed	.50	1.25	2.00	7.00

SWISS GIANT SEPARATE COLORS

Roggli's Giant Alpenglow—Cardinal shades	.50	1.00	1.75	6.00
Roggli's Giant Berna—Dark violet blue	.50	1.00	1.75	6.00
Roggli's Giant Blue—(Ullswater) Rich clear blue	.50	1.00	1.75	6.00
Rogglie's Giant Luna—Sulphur yellow self	1.00			
Roggli's Giant Mont Blanc—Five blotched white	1.00			
Roggli's Giant Rheingold—Yellow with blotch	.50	1.00	1.75	6.00

PETUNIAS

(ALL-DOUBLE)
(Double Flowered Strains)

	Tr. Pkt.	3 Tr. Pkts.	1/64 oz.	1/32 oz.
Amaranth Red—Just as dwarf as Gottfried Michaelis with the same beautiful Amaranth Red Color.	$2.00			
Orchid Beauty—Color is Orchid or Light Lilac, heavily veined Deeper Lilac or Violet.	2.00			
World Beauty Dwarf—(Rosy Carmine)—Beautiful large Rosy Carmine-Pink flowers. Finely fringed, particularly desirable for pot plants and bedding. One of the best of Dwarf Double Petunias.	2.00	$5.00	$6.50	$12.50
All Double White—This is equalled in dwarfness to our Victorious Mixed and World Beauty.	2.00	5.00	6.50	12.50
Victorious Dwarf Mixed.—(All Double. Giant Fringed.—This mixture is a special blend of separate colors containing many bright and intermediate shades of Double Dwarf Giant Fringed Petunias.	2.00	5.00	6.00	11.00

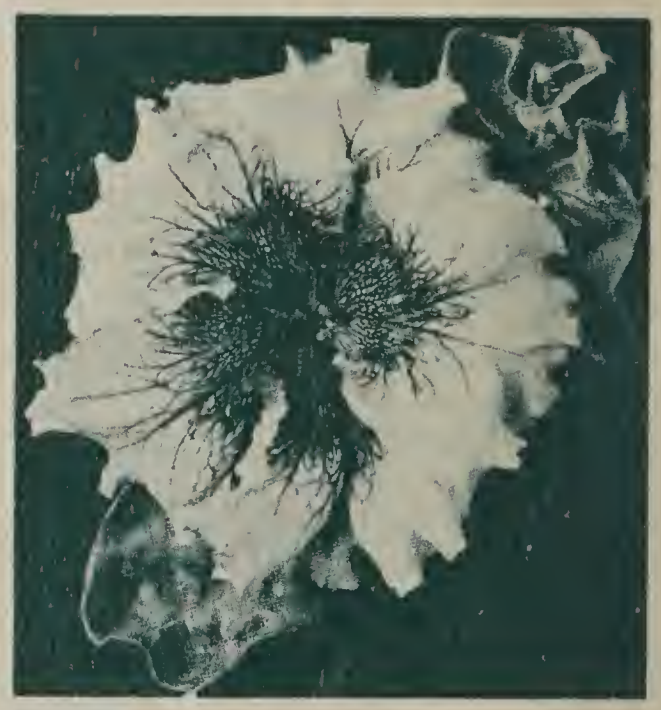
This strain of Double Petunia has the largest percentage of all double flowers of any strain introduced up to the present time. It has no single flowers the balance being semi-double. Because of the high breeding of this strain the above varieties cannot be expected to germinate one hundred percent.

(DWARF GIANTS OF CALIFORNIA)

	Tr. pkt.	1/64 oz.	1/32 oz.	1/16 oz.	1/8 oz.
Ramona Strain—A dwarf sturdy growing type especially suited to pot culture. Flowers are beautifully ruffled and fringed with open well marked throats	$1.00	$1.75	$3.00	$5.00	$9.00
Dwarf Continental Giants—A selected dwarf German strain in an exceptionally fine mixture	1.25	2.50	4.00	7.00	

CALIFORNIA GIANTS
(LARGE THROATED)

	Tr. pkt.	1/64 oz.	1/322oz.
Camilla—Light coppery rose, veined ruby	$ .75	$1.50	$2.50
Coppery Red—Coppery scarlet, dark throat	.75	1.50	2.50
Prince of Wuertemburg (Black Prince)—Dark crimson, black throat	.75	1.50	2.50
Princess of Wuertemburg—Rose, deep garnet throat	.75	1.50	2.50
Rheingold—Large white, bright yellow throat	.75	1.50	2.50
Robin Hood—Dark crimson, dark throat	.75	1.50	2.50
Silver Rose—Silvery rose, large veined throat	.75	1.50	2.50
Supreme Strain— Large ruffled shallow open throated flowers in Rose and Pink shades	1.00		



Petunia Giants of California Florist Strain

GRANDIFLORA COMPACTA SINGLE FRINGED OR DWARF ERFURT

For fringed flower and compact growth this class is considered extremely valuable.

	Tr. pkt.	1/64 oz.	1/32 oz.
Gaiety—Rose and white, daintily fringed, free flowering	$1.00		
Gottfried Michaelis—Deep velvety magenta crimson, dark throats, free flowering	.50	1.50	2.50
Ladybird—Bright carmine, overlaid with scarlet	1.00		
Lace Veil—Pure white, large flowers, free flowering	1.00	2.00	3.50
Setting Sun—Brilliant deep rose, dark throats, very free flowering	1.00	2.00	3.50
Finest Mixed	.75	1.50	2.50

From World Wide Sources Gloeckner FLOWER SEEDS 1939

PETUNIAS

GRANDIFLORA NANA COMPACTA

	Tr. Pkt.		1/32 oz.
Velvet Ball—(New)—See Novelty Page 5 for description	.75		

GRANDIFLORA SINGLE LARGE FLOWERING—FRINGED

	Tr. pkt.	1/64 oz.	1/32 oz.
Dainty Lady—Very Pale Yellow	1.00		
Maculata—Attractive Rose and White	.75	1.50	2.50
Miranda—Rose carmine, dark throats	.75	1.50	
Pink Triumph—Bright rose pink	.75	1.50	
Pride of Portland—Deep Pink	.75	1.50	
Rapture (New)—Orchid Rose with deep Rose veins and golden throat	.75	1.50	2.50
Romany Lass—Deep crimson, deeper throat	.75	1.50	
Royal Purple (Marine)	.75	1.50	
Steel Blue (Fimbriata Coerulea) medium blue	.75	1.50	
Theodosia Improved—Largest fringed rose, gold throat	.75	1.75	3.00
White Beauty	.75	1.25	

GRANDIFLORA PLAIN EDGED

	Tr. pkt.	1/64 oz.	1/32 oz
Admiration—Velvety blue spotted white	.75	1.75	3.00
Elks Pride Improved—Best large dark velvety purple	.75	1.25	2.00
Dwarf Elks Pride—Same color as above, but much more dwarf	1.00	1.50	2.50
Kriemhild—Dark crimson, large white center	.75	1.50	
Pink Glory Improved—Flame Rose Pink, very compact	.75	1.75	3.00
Purple Prince	.50		1.00
Queen of the Market—(New) Deep Carmine Red, very dwarf	.50	1.25	2.25
Silver Seam—Dark blue with edge of petals clearly seamed white	.75	1.50	2.50
Snowstorm Improved—Glistening white, shaded yellow in throat	.75		
White Cloud—Pure White, dwarf, compact	.75	1.50	2.50

BALCONY PETUNIAS

	Tr. pkt.	1/4 oz.	Oz.
Black Prince—Deep rich velvety crimson. Same velvety red as flaming velvet	.50	2.00	7.00
Blue—Rich Indigo	.35	1.25	4.00
Crimson—Velvety	.35	1.00	3.00
Rose—Brilliant	.35	1.25	4.00
Rosy Morn—Pink with white throat	.50		
White—Pure White	.35	1.25	4.00
Mixed Colors	.35	1.25	4.00

HYBRIDA NANA ERECTA—(Dwarf Hybrida Class)

Erect and distinctly dwarf, 10/12". The best in this class are:

Blue Bedder—Mid Blue	.50	1.00	3.00
Celestial Rose—(New) An improved Rose of Heaven. Deep rose very compact	.50	1.50	4.00
Commander—White star on bright crimson	.50	2.75	
Heavenly Blue Improved—Light Blue	.40	1.75	6.50
Howard Star Improved—Velvety purple, pure white star	.35	1.50	5.00
Rose of Heaven—Rose Pink	.35	.75	1.75
Rose of Heaven Extra Select—Very dwarf (Improved)	.50	1.00	3.00
Rose Queen Improved—(New) Intense brilliant rose	.50	3.00	
Rosy Morn—Rose, white throat	.35	.75	2.50
Rosy Morn Improved, Extra Select—Very dwarf	.50	1.00	3.00
Snowball—Pure White, very compact	.25	.50	1.75
Twinkles—Brilliant rose starred white	.35	1.50	
Violacea—Deep velvety purple	.50	1.00	3.00
Choice Mixed	.25	.50	1.75

Diener's Original Strains

Nos.		Tr. pkt.	1/64 oz.
		$ .50	
1	**Ruffled Monster**—Pink	.50	
2	**Ruffled Giant Flesh Pink**—With deep center	.50	2.50
8	**Ruffled Monster Mixed**	.50	
19	**Giant Pink Glory**—Improved Pink Glory	.50	
20	**Mauve Ruffled Monster Type**	.25	
22	**Rose Color**—Improved Rosy Morn	.50	
41	**Copper Red**—A Coppery Red shade	1.00	
42	**Large Doubled Frilled Mixed**	1.00	
47	**Jumbo Mixture**—A select Giant Mixture		

PHLOX DRUMMONDI

Nana Compacta (Dwarf or Compact Varieties for Bedding)

Phlox Drummondii

	Tr. pkt.	Oz.
Apricot	$ .40	$3.00
Cecily—Mixed—Large flowering	.40	3.00
Chamois Rose	.40	3.00
Cuspidata—Mixed (Star Phlox)	.25	1.00
Fireball—Brilliant Scarlet	.40	3.00
Isabelliana (Yellow)	.40	3.00
Salmon Pink (Delicata)	.40	3.00
Snowball—Pure White	.40	3.00
GRANDIFLORA—(Tall Growing)		
Alba	.25	1.00
Chamois Rose	.25	1.00
Coccinea	.25	1.00
Lilac	.25	1.00
Brilliant	.25	1.00
Yellow (Isabelliana)	.25	1.00
Art Shades Mixed	.40	2.00

POPPY NUDICAULE (Iceland Poppy)

Giant Flowering Strains

The Emperor—Extremely large flowered, orange	.40	
The Empress—Very large flowered, delightful salmon Rose shades	.40	
Amurense Yellow—Fine large flowered yellow	.50	
El Monte—Deep tangerine orange	.25	2.50
Fakenham Hybrids—Fine strain	.25	2.50
Gartref Strain—Pastel colors, picotee markings	.35	4.00
Sanford's Giants—Finest Mixed, vigorous growers, long stems, fine colors	.30	3.00

PORTULACA

Double—Larger flowering Mixed. Extra fine quality	.25	2.25
Single—Large flowering mixed	.15	.50

PRIMULAS (Obconica)

	Tr. pkt.	1/64 oz.	1/32 oz.
Mueller Rose	$1.25	$2.00	$3.75
Mohnstein Red	1.25	2.00	3.75
Friesdorf Lachrosa (Salmon)	1.25	2.00	3.75
Fasbender—Red	1.25		5.00
Veilchenblau (Novelty)—Beautifully clear deep to violet blue. Large flowers slightly fringed originators packets	1.50		
Sanguinea Bayernblut—Deep dark blood-red	1.50	3.00	5.50
Schneelawine (Snowstorm)—Pure white very free blooming	1.50	3.00	5.50
Konigsee—Light blue, with yellow center, very attractive	1.50	3.00	5.50

PRIMULA MALACOIDES "ERIKSSONI"

	Tr. pkt.
Brilliancy—(New). Attractive dark red	1.00
Baby Alba—Pure white	1.00
New Baby—Extra large, fairly deep rose	1.00
Baby Rose—Compact growth, extra deep rose	1.00

RICINUS (Castor Beans)

Zansibariensis Mixed—Very richly colored foliage. Enormous plant, on good soil growing 10 feet high. ..... Per lb. **$2.25** Oz. **.20**

SALPIGLOSSIS EMPEROR or SUPERBISSIMA

(Painted Tongue)

	Tr. pkt.	Oz.
Brown and Gold	$ .25	$1.25
Crimson	.25	1.25
Crimson and Gold	.25	1.25
Faust—Black	.25	1.25
Light Blue and Gold	.25	1.25
Purple (Bodger)	.25	1.25
Purple and Gold	.25	1.25
Rose and Gold	.25	1.25
Scarlet and Gold	.25	1.25
Velvety Red	.25	1.25
Violet	.25	1.25
Violet and Gold	.25	1.25
White and Gold		
Yellow—Golden yellow	.25	1.25
Finest Mixed	.20	1.00

Salpiglossis Finest Mixed

Gloeckner FLOWER SEEDS 1939

SALVIA

	Tr. pkt.	Oz.
America (Globe of Fire)	$ .50	$2.50
Bonfire (Clara Bedman)	.40	2.00
Harbinger—Early flowering dwarf, bright scarlet	.50	3.00
Splendens—Tall growing	.35	1.50
Firebrand—Extra early, very dwarf scarlet	.50	3.00

MISCELLANEOUS

Farinacea Blue Bedder—Deep blue	.50	3.00

Scabiosa Rosette

SCABIOSA

LARGE FLOWERED TALL DOUBLE

(Old Maid's Pincushion, Mourning Bride)

	Tr. pkt.	Oz.
Ageratum Blue—Mid blue	$ .15	$ .50
Azure Fairy—Azure blue	.15	.50
Blue Cockade (A. M., R. H. S.), deep blue	.15	.50
Cattleya—Rich rosy lilac, orchid tone	.15	.50
Coral Pink—Rich pink	.15	.50
Cherry Red or Crimson	.15	.50
Fire King—Fiery scarlet	.15	.50
King of the Blacks—Reddish black	.15	.50
Loveliness—Salmon rose shades	.15	.50
Peach Blossom	.15	.50
Rosette (Novelty)	.35	2.00
Rose	.15	.50
Shasta—Pure white, very large	.15	.50
Special Mixture	.15	.50

IMPERIAL GIANTS

Blue Moon—(New)—See Page 3 for description	.40	4.00

SCHIZANTHUS

	Tr. Pkt.	¼ oz.	Oz.
Blackmore and Langdon Blotched Strain—Dark and light shades, each flower with contrasting dark extra large blotch, large flowers, free flowering	$.50		
Excelsior Compactus Finest Mixed—Popular shades, compact, 6" pyramidal, very free flowering, excellent for pot plant use	.50	1.00	
Brilliant Blend	.50		4.00
Bridal Veil—Pure White	.50		

SMILAX—(Myrsiphyllum Asparagoides)

A well known greenhouse climber ¼ lb., $1.50	.20	.50

SOLANUM

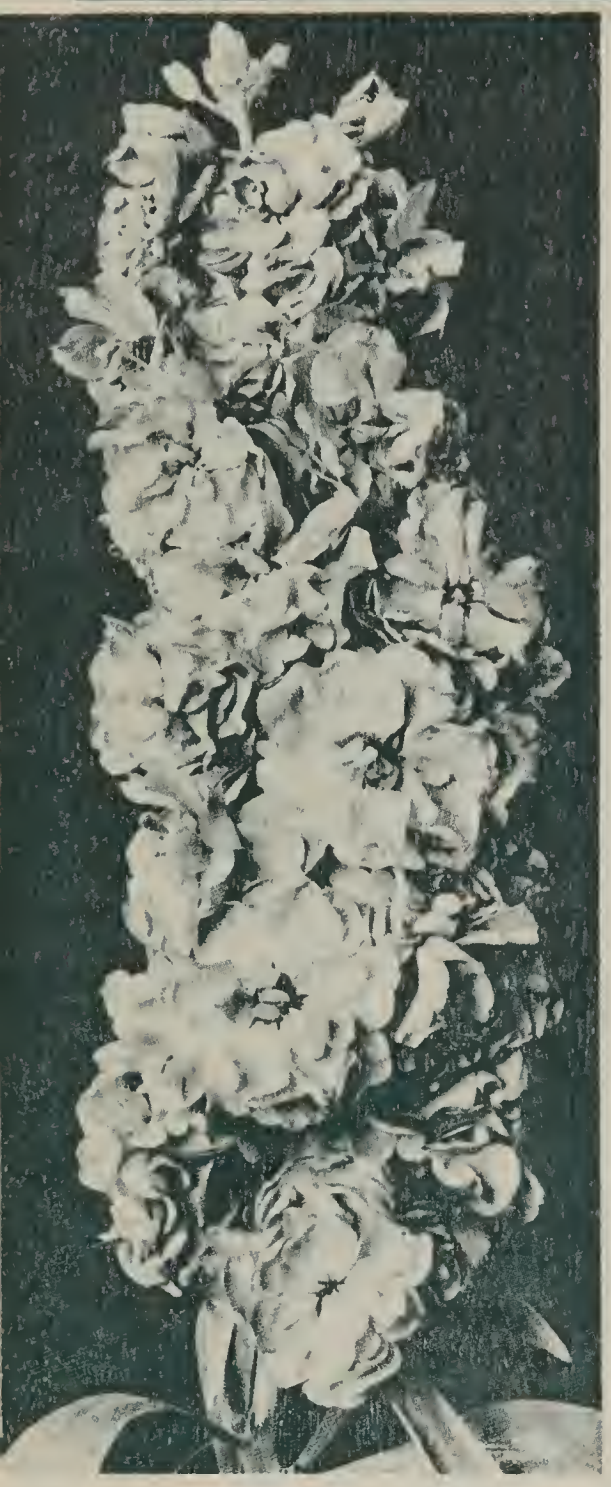
Capsicastrum Nanun—Red	.35	2.00
Masterpiece (Hlavaceks)—More compact and fruitful than the old type	.35	2.00

STATICE SINUATA

Kampf's Tall Improved—Deepest blue	.20	.60
Lavender	.15	.30
Rosea Superba	.15	.30
Snow White—Greatly improved white	.15	.30
True Blue—Extra deep	.15	.30
Yellow (Bonduelli)	.15	.30
Choice Mixed	.15	.30

STATICE SUWOROWII

	Tr. pkt.	Oz.
Russian or Rat Tail Statice—A very ornamental variety with long graceful spikes of rose pink flowers. Seed sown early outdoors will bloom in July. For the greenhouse seed started in October and spread on light shallow soil will flower from February to May. 45 degrees is best temperature	.25	.75



STOCKS

(NON BRANCHING OR EXCELSIOR COLUMN STOCKS)

	Tr. pkt.	¼ oz.	Oz.
Dark Blue (New)	$1.00	$2.75	$10.00
Malmaison Pink	1.00	2.25	8.00
Old Rose	1.00	2.25	8.00
Ruby	1.00	2.25	8.00
Silvery Lilac—Lavender	1.00	2.25	8.00
White	1.00	2.25	8.00

GIANTS OF CALIFORNIA

Pacific—Blue	.50	1.00	3.50
Rose Light—Bright Rose	.50	1.00	3.50
Santa Maria—White	.50	1.00	3.50
Yosemite—Rose	.50	1.00	3.50

BISMARCK OR BRANCHING STOCKS

Early Giant Imperial

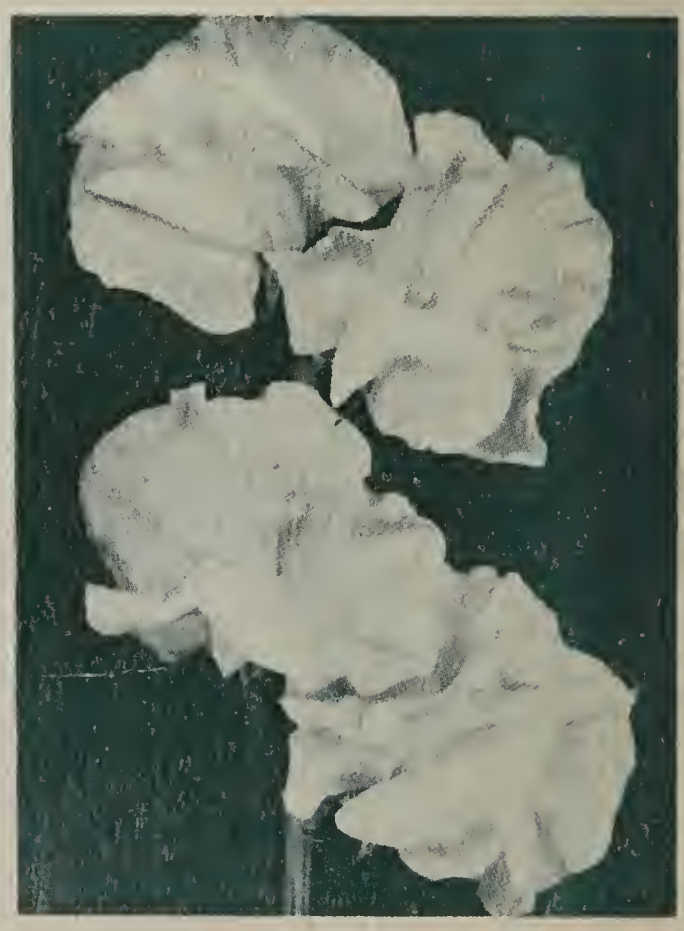
Antique Copper—Fine copper-red	.35	1.00	3.00
Buttercup—Rich Yellow	.35	1.00	3.00
Canary Yellow—Golden Ball	.35	1.00	3.00
Chamois—Ivory, tinted Old Rose	.35	1.00	3.00
Dark Blue or Purple	.35	1.00	3.00
Elk's Pride—Rich deep purple	.35	1.00	3.00
Fiery Blood Red	.35	1.00	3.00
Flesh—Bright flesh	.35	1.00	3.00
Golden Rose—Light golden Rose	.35	1.00	3.00
Lavender—Silvery Lilac	.35	1.00	3.00
Old Rose	.35	1.00	3.00
White	.35	1.00	3.00

DWARF TEN-WEEK (Large Flowering)
For Pot Plants and Bedding

Blood Red	.35	.75	2.25
Lavender	.35	.75	2.25
Canary Yellow	.35	.75	2.25
Carmine Pink	.35	.75	2.25
Purple	.35	.75	2.25
White	.35	.75	2.25
Deep Rose	.35	.75	2.25
Mixed—All Colors	.35	.75	2.25

SWEET PEAS EARLY OR WINTER FLOWERING

	Oz.	¼ lb.	Lb.
Annie Laurie—Pure Rose Pink	$ .35	$1.00	$3.50
Ball Orange Improved—Clear deep Orange	.50	1.75	5.50
Ball Rose Improved	.45	1.40	4.00
Blue Bonnet—Best clear blue	.35	1.00	3.50
Boon—(New) Deep Coral Pink	.35	1.35	4.50
Bridesmaid—Light Rose or Silvery Pink	.35	1.35	4.50
Fragrance—Clear Lavender	.35	1.00	3.50
Grenadier—Dazzling Scarlet	.35	1.00	3.50
Harmony—Clear Lavender	.35	1.00	3.50
Hope—(Black Seeded) Pure White	.35	1.25	4.00
Jeanne Mamitsch—Rich Pink	.35	1.40	3.50
Josie—Brilliant Rose Pink, Long Stems	.35	1.25	4.00
Laddie Improved—Long Stemmed Giant Rose, Pink	.35	1.00	3.50
Lavanda—Clear Lavender	.35	1.25	4.00
Majestic Rose—Deep Brilliant Rose Pink	.35	1.25	3.50
Mrs. Herbert Hoover—Clear Blue	.35	1.00	3.50
Pride—Pure Deep Even Cerise	.35	1.00	3.50
Rose Queen Improved—Rose Pink	.35	1.00	3.50
Sequoia—Golden Salmon Cerise, Large Flowers	.35	1.25	4.00
Shirley Temple—Delightful Soft Rose Pink	.40	1.40	5.00
Snowstorm—White	.35	1.00	3.50
Triumph—Lilac Mauve, Long Stemmed	.35	1.35	4.50
White Harmony (Black Seeded)	.35	1.00	3.50
Valencia—Sun Proof Orange	.40	1.40	5.00
Zvolaneck's Rose	.35	1.00	3.50



Sweet Pea

THUNBERGIA—Black Eye Susan

	Tr. pkt.	Oz.
Mixed	$ .15	$ .50
Gibsonii—rich orange self, large flowers, excellent tender climber	.75	

TITHONIA—Mexican Sunflower

(Early Flowering Strain)

Speciosa—Also called the Golden Flower of the Incas. Flower of bright orange vermilion resembling large single African Marigolds. Plant growth and foliage like the Dahlia. A good cut flower. Start early to get outdoor bloom by midsummer.

Tr. Pkt., **.25** ¼ oz., **.75**

Tithonia

TORENIA

	Tr. pkt.	¼ oz.	Oz.
Fournieri Grandiflora—Blue	$ .35		$2.50

VERBENA

(Giant Flowering Hybrida Grandiflora Gigantea)

Beauty of Oxford Hybrids—Rose Pink to Rose Red shades	.50	.75	3.00
Cerise Queen—Salmon Cerise	.50	.75	3.00
Crimson Glow (Bodger)—(New) Glowing Crimson	.50	.75	3.00
Etna—Geranium Red with light Yellow eye	.50	.75	2.50
Giant Salmon Pink—Salmon Pink with White eye	.25	.50	1.50
Lavender Glory—Large flowered Lavender with light eye	.50	.75	2.50
Luminosa—Fiery Pink shading to Salmon	.25	.50	1.50
Royale—Blue with Creamy Yellow eye	.50	.75	2.50
Spectrum Red—Intense bright Red	.50	.75	2.50
White—Pure White	.25	.50	1.50

Verbena Crimson Glow

VERBENA HYBRIDA MAMMOTH

	Tr. pkt.	Oz.
Dannebrog—Intense scarlet with large white eye. Very compact growth which makes it useful for bedding. The rich sparkling color of this showy verbena comes true to type	$ .35	$2.50
Ellen Willmott—Extra large salmon rose flower with white eye	.25	2.00
Mayflower	.25	2.00
Golden Queen—Best yellow	.25	2.00

HYBRIDA DWARF COMPACT—Erect Growing

A distinct new type, very compact, dwarf, and covered with flowers.

	Tr. pkt.	Oz.
Brilliant—Scarlet, white eye	.35	2.50
Cameo Pink—Exceptionally dwarf	.35	2.50
Carmine Ball—Bright Carmine	.35	2.50
Dark Blue	.35	2.50
Fire Ball—Bright Scarlet. Very dwarf compact	.35	2.50
Snowball—Pure white	.35	2.50
Violet Bouquet—Very dwarf compact	.50	3.00

VARIOUS VERBENAS

	Tr. pkt.	Oz.
Verbena Venosa—Bright Rosy Lilac or Heliotrope flowers, freely born on short spikes. A fine bedding or border plant, showy all summer	.50	1.50
Lemon Verbena—(Aloysia) Citriodora. Fragrant, for potting	.50	3.00

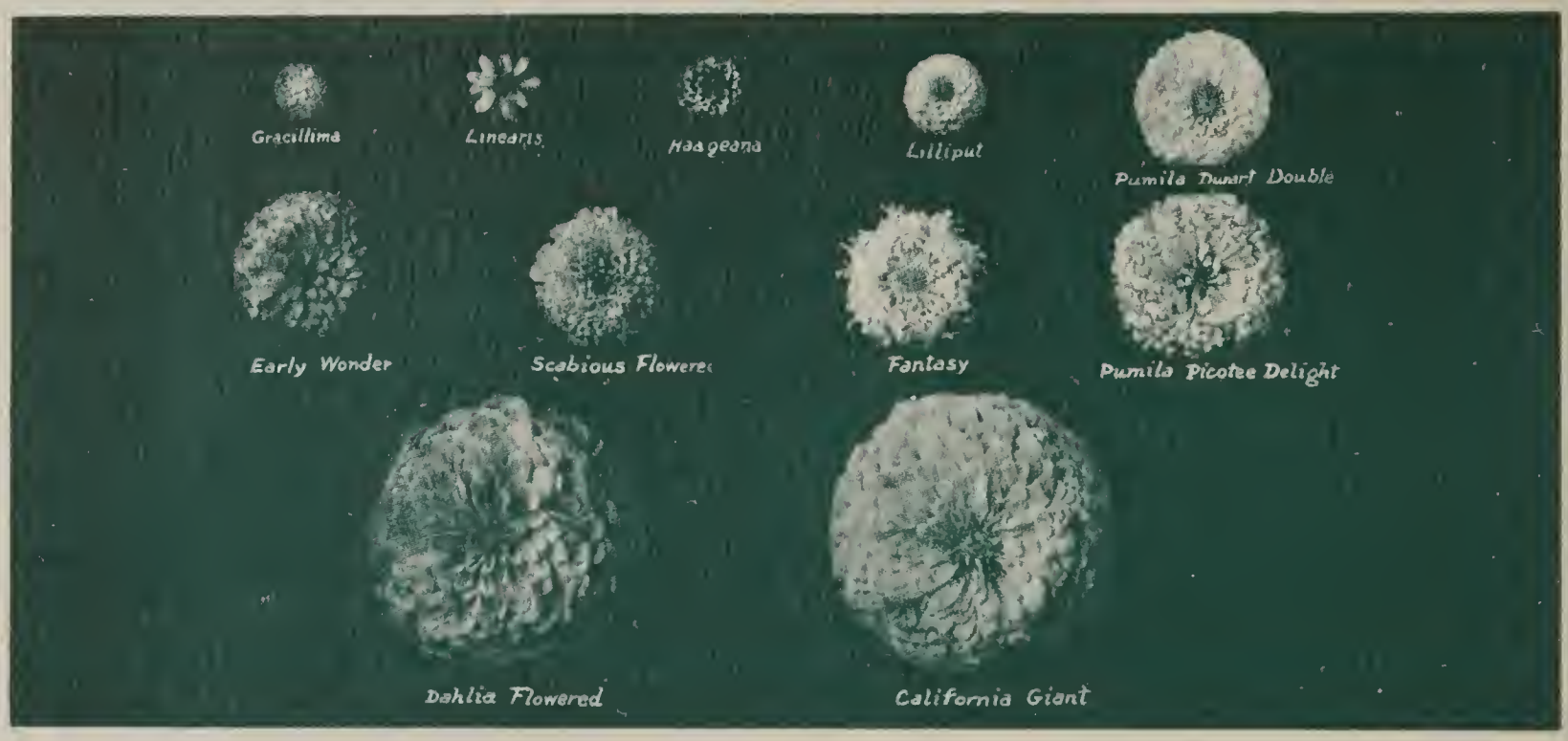
VINCA (Periwinkle)

An Excellent Bedding Plant—Sow seed early.

	Tr. pkt.	Oz.
Alba Pura—Pure White	.20	.90
White with Eye	.20	.90
Rosea—Pink	.20	.90

From World Wide Sources Gloeckner FLOWER SEEDS 1939

ZINNIAS



Comparative Zinnia Flower Types

GIANT CALIFORNIA OR MAMMOTH FLOWERED

Introduced in 1926 by Bodger, the originators of worth-while Zinnias. This type has rapidly gained in popularity. The plants are taller than the Dahlia flowered type, 3 to 4 ft., with long stems which adapt it particularly for use as a cut flower. Flowers are very large and flat giving a graceful effect.

Brightness—Bright pink
Cerise Queen—Beautiful orange rose
Daffodil Improved—Canary yellow
Enchantress—Light rose, deep rose center
Golden Queen—Golden yellow
Grenadier—Bright, dark red
Lavender Queen—Deep rosy lavender
Miss Willmott—Soft pink
Orange King—Cadmium or orange scarlet
Orange Queen—Golden orange
Purity—White, best white in Zinnias
Rose Queen—Striking bright rose
Salmon Queen—Salmon rose
Scarlet Queen—Glowing deep scarlet
Violet Queen—Deep purple
Finest Mixed—From named varieties

Tr. pkt.	1/4 oz.	1/2 oz.	1 oz.	1/4 lb	Lb.
$ .25	$ .40	$ .60	$1.00	$3.50	$12.00

DAHLIA - FLOWERED (Bodger's Gold Medal Strain)

Canary Bird—Rich canary yellow
Crimson Monarch—Deep crimson, flowers very large
Dream—Deep lavender
Exquisite—Light rose, deep rose center
Golden Dawn—Golden yellow
Illumination—Deep rose self
Luminosa—Bright deep pink
Meteor—Rich deep red, darkest of all reds
Old Gold—Deep and lighter shades of old gold
Oriole—Orange and gold bicolor, turning deep orange as it ages
Polar Bear—Large pure white
Scarlet Flame—Bright scarlet
Gold Medal Finest Mixed

Tr. pkt.	1/4 oz.	1/2 oz.	1 oz.	1/4 lb.	Lb.
$ .25	$ .40	$ .60	$1.00	$3.50	$12.00

CROWN O' GOLD

Each petal of the flower is overlaid with a deep golden yellow at the base, while carrying out the individual flower color at the tip.

	Tr. pkt.	1/4 oz.	Oz.
Desert Gold	$ .35	$ .50	$1.50
Pastel Tints—(New)	.35	.65	3.00
Mixture—Includes old rose, cream, yellow, carmine, red, pink	.25	.35	1.00

FANTASY

Orange Lady—(New)—Rich shade of deep bright orange	.50	.75	2.50
Rosalie—(New)—Bright intense rose	.50	.75	2.50
Star Dust—Golden yellow	.30	.40	1.25
White Light—(New)—White	.50	.75	2.50
Finest Mixed—A bright colorful mixture of shaggy petaled medium sized double flowers, excellent for cutting	.25	.35	1.00

ZINNIAS

MISCELLANEOUS VARIETIES

EARLY WONDER

A new race of dwarf, early flowering Zinnias, producing masses of Pumila type flowers on long nearly leafless stems.

	Tr. pkt.	Oz.
Fandango—Fiery salmon cerise pink	.35	1.50
Fiesta—(New)—Rich deep red	.50	2.50
Gypsy—(New)—Deep orange	.35	1.50
Rose Pink	.35	1.50
Finest Mixed	.35	1.50

HAAGEANA DOUBLE (Mexican Hybrids)

The smaller flowers lend themselves to bedding and make a brilliant display. The mixture contains many attractive colors and color combinations.

Finest Mixed	.30	1.50

SCABIOUS FLOWERED

Sunburst—(New)—Vivid pure canary yellow	.50	2.50
Mixture—Includes crimson, scarlet, orange, yellow, pink and white	.25	1.50

DWARF, SMALL FLOWERED TYPES

Improved Lilliput

(Pompon or Baby Zinnias, Special Florists' Strains)

The Lilliputs are among the most popular Zinnias for cut flower use. The flowers are small, compact, and symmetrical, on strong stemmed 1½ ft. - 2 ft. plants.

	Tr. pkt.	Oz.	¼ lb.	Lb.
Canary Gem—Canary yellow	$ .20	$ .75	$2.50	$8.00
Crimson Gem	.20	.75	2.50	8.00
Golden Gem—Golden orange	.20	.75	2.50	8.00
Lilac Gem	.20	.75	2.50	8.00
Pink Gem—Deep pink	.20	.75	2.50	8.00
Purple Gem	.20	.75	2.50	8.00
Rosebud—Rose pink	.20	.75	2.50	8.00
Salmon Gem—Salmon rose	.20	.75	2.50	8.00
Scarlet Gem	.20	.75	2.50	8.00
Valencia—Burnt orange	.20	.75	2.50	8.00
White Gem	.20	.75	2.50	8.00
Pastel Mixture—Delicate shades	.35	.85	3.00	10.00
Finest Mixed—From named varieties	.20	.75	2.50	8.00

ELEGANS PUMULA DWARF DOUBLE

	Tr. pkt.	Oz.	¼ Lb.
Crimson	$ .15	$ .50	$1.50
Canary Yellow	.15	.50	1.50
Golden Orange	.15	.50	1.50
Salmon Rose	.15	.50	1.50
Scarlet	.15	.50	1.50
Spun Gold	.15	.50	1.50
Snowball	.15	.50	1.50
Mixed	.15	.50	1.50

GRACILLIMA (RED RIDING HOOD)

	Tr. pkt.	Oz.
Deep Scarlet—Miniature red flowers, 1 ft. - 2 ft., free flowering	$ .25	$ .75

LILLIPUT TOM THUMB

Plants 4" - 6", compact with well formed flowers of the Lilliput type.

Mixture—In red, orange, yellow, pink, rose and pastel shades	.35	1.50

LINEARIS

The single flowers are deep golden orange in color, with a delicate light yellow stripe	.30	1.75

From World Wide Sources Gloeckner FLOWER SEEDS 1939

FINE PERENNIAL SEEDS

	Tr. pkt.	¼ oz.	Oz.
ACHILLEA (Millfoil, Yarrow)			
Filipendula Parker's Variety—Large yellow showy flower heads	$ .35	$ .75	$2.80
The Pearl—Abundant small white double flowers	.35		2.80
ACONITUM			
Fischeri—Compact. Bright blue flowers	.35		2.00
ADONIS			
Vernalis—Large yellow flowers	.40		2.50
AGATHEA			
Coelestis (Blue Daisy)—Marguerite like flowers. Fine for Greenhouse	.25		1.25
AGROSTEMMA			
Coronaria Atrosanguinea—Deep crimson	.15		.30
Coronaria Alba—White	.15		.30
ALYSSUM			
Saxatile Compactum—Bright yellow	.15		.80
AMPELOPSIS			
Veitchi (Boston Ivy) ....per lb., **$2.50**			.30
ANCHUSA			
Italica Dropmore—Gentian Blue	.15		.50
Myosotidiflora—Blue Forgetmenot like flowers	.50	2.50	8.00
ANEMONE CORONARIA (Windflower)			
French—(Caen) Varieties fine mixed	.25		1.25
His Excellency—Single fiery scarlet	.50		3.00
ANTHEMIS			
Kelwayi—Hardy Marguerite. Yellow flowers. Fine for cutting	.15		.50
Tinctoria, Perry's Variety—An improved form, of deep golden yellow	.25		2.00
AQUILEGIA	Tr. pkt.		Oz.
Californica Hybrids—Mixed	.30		1.80
Coerulea—Blue	.40		2.00
Rose Queen	.50		3.50
Longissima—(New) Delicate pale yellow, spurs extremely long	.50		
Long Spurred Blue Shades	.35		3.00
Long Spurred Orange & Scarlet Shades	.50		4.00
Long Spurred Pink & Rose Shades	.35		3.50
Long Spurred Mrs. Scott Elliotts Strain—Best Mixture	.50		4.00
ARABIS			
Alpina White—Good for edging and rock gardens	.15		.60
ARMERIA	Tr. pkt.		Oz.
Formosa Hybrida—Various shades of rose pink	.25		1.50
ASCLEPIA			
Tuberosa—Very showy and popular native plant, during July and August bearing flowers of brilliant orange scarlet	.35		2.50
ASTERS			
Alpinus Mixed Varieties	.35		2.50
Michaelmas Daisy—Newest varieties mixed	.50		3.00
AUBRIETIA			
Large Flowering Hybrids—Blue and rose shades	.35		2.50
BAPTISIA			
Australis (False Indigo)—Dark blue	.25		.75

FINE PERENNIAL SEEDS

	Tr. Pkt.	Oz.
BELLIS PERENNIS		
Monstrosa Etna (English Daisy)—Dark red	.35	3.00
Monstrosa White (English Daisy)	.35	2.60
Monstrosa Pink (English Daisy)	.35	2.60
Monstrosa Mixed (English Daisy)	.35	2.60
BROWALLIA		
Speciosa Major—Brilliant blue. Suitable for pot plants	.50	
CAMPANULA		
Calycanthema Blue (Cup and Saucer Type)—Best for cutting	.25	1.50
Calycanthema Lilac " "	.25	1.50
Calycanthema Pink " "	.30	2.00
Calycanthema White " "	.30	2.00
Calycanthema Mixed " "	.25	1.50
Persicifolia Blue (Peach Bell)—Very hardy	.50	
Persicifolia Alba (Peach Bell)—Very hardy	.50	
Pyramidal Alba—Hardy. Good for outdoor or Pot culture	.25	1.50
Pyramidalis Blue—Hardy. Good for outdoor or Pot culture	.25	1.50
Rotundifolia (Blue Bells of Scotland)—Dainty purple blue flowers, 12"	.50	
CANDYTUFT		
Sempervirens (Iberis)—White. Fine for edging	.25	$1.50
CARNATION		
Early Vienna—Very dwarf	.30	1.75
Grenadin Red	.35	2.00
Hardy Border Mixed—Very fine selection	.30	1.25
CENTAUREA		
Montana—blue, 1 ft. - 1½ ft.	.15	.50
CERASTIUM		
Tomentosum—Silvery foliage. White flowers. Excellent for rockeries	.30	1.30
COREOPSIS		
Lanceolata Grandiflora—Golden yellow. Good for cutting	.15	.30
Lanceolata Grandiflora Fl. Pl. (Double)—Double form of above	.15	.50
Mayfield Giant—deep golden yellow, large flowers, early	.25	1.30
Double Sunburst—(New), large, golden yellow, fully double flowers	.50	2.00
DAISY—SHASTA (Chrysanthemum)		
Alaska—Most popular of all. Large pure white blooms on excellent stems. Starts blooming in June and continues for sometime	.15	1.00
Avalanche—Very free blooming dwarf compact plant (2 ft. high) with large white daisies	.25	1.25
Diener's Strain—New development with flowers of very interesting form. They vary considerably from fully double strains, no centers, to semi-doubles and singles. Most have curled and twisted petals. Some have broad petals, others are very slender and twisted	.25	
Mayfield Giant—Extremely large flowers measuring three to four inches in diameter Strong robust growth, 2½ to 3 feet tall	.25	1.00
Spring Margurite—Large flowers, same characteristics as the Mayfield Giants except habit of growth is six inches to a foot shorter. This variety flowers earlier in the season	.20	.50
DIANTHUS		
Deltoides (Maiden Pink)—Deep rose, 8"	.25	1.50
Neglectus (Glacier Pink)—Rose, hardy per 1000 seeds, **$3.00**		
Plumarius Double Mixed—Hardy garden pinks	.25	1.25
Superbus Loveliness—Rosy, lilac, finely fringed, free flowering, plants 12"-15"	1.00	
Sweet Wivelsfield—Excellent for cutting. Great variety of colors	.25	1.00
DIGITALIS (Foxglove)		
Monstrosa Mixed	.20	.75
The Shirley—Giant hybrids, spotted throats	.15	.50

FINE PERENNIAL SEEDS

DELPHINIUM

PACIFIC STRAIN HYBRIDS

For Complete Descriptions and List of this Excellent Strain of Delphinium—See Novelty Page 6.

OTHER STRAINS AND VARIETIES

	Tr. pkt.	Oz.
Cliveden Beauty (Belladonna Improved)—Select strain. Turquois blue	.50	2.00
Bellamosum—Dark blue	.40	2.00
Blackmore & Langdon Strain—Immense flowers. Fine mixture of blue shades	.75	5.00
Gold Medal Hybrids—Splendid mixture	.25	1.25
Wrexham Strain—Celebrated English Hollyhock strain	.50	5.00

EUPATORIUM

Coelestinum—Very pretty, with its masses of sky-blue or Ageratum-blue flowers in late summer and fall. For cutting or garden display. 2 ft.	.50	3.00
Fraseri (Hardy Ageratum)—White. Fine for cutting	.25	1.00

GAILLARDIA

Burgundy—Coppery scarlet self	.50	3.00
Dazzler—Large rich red flowers with orange tip. Fine for cutting	.25	1.50
Goblin—(New) Dwarf, compact	.75	
Portola Hybrids—Red with golden tips. Excellent for cutting	.25	1.50
Tangerine—True Tangerine color. Good for cutting	.25	1.60

GENTIANA

Acaulis—Deep blue. Good for rockeries	.50	3.00

GEUM

Mrs. Bradshaw—Brilliant scarlet. Double flowers. Good for cutting	.25	1.75
Lady Stratheden—Double golden yellow. Excellent for cutting	.25	1.75

GYPSOPHILA

Paniculata—(Single) Hardy. Graceful sprays of white flowers	.15	.40
Pacifica—Rose, 4 ft., blooms when paniculata varieties have passed. Excellent for cutting	.50	3.50
Repens Rosea—Light rose, 6", fine rock plant	.25	2.50
Repens White—6 ft., fine rock plant	.25	1.50

HELIANTHEMUM

Mutabile—(Dwarf Sun Rose)—Excellent rock plant, 8" - 12", pastel mixture	$ .25	$ .80

HEUCHERA

Sanguinea—Fine for cutting ....1/8 oz., **$1.50**	.50	
Sanguinea Rosea—Beautiful rose pink. Fine for cutting	.50	

HIBISCUS

Giant Mallow Marvel Mixed—Very showy. 4 ft. tall. Good for Perennial border	.15	.50

FINE PERENNIAL SEEDS

	Tr. pkt.	Oz.
HOLLYHOCK Chaters Double		
Pink	.25	1.25
Rose Pink	.25	1.25
Scarlet	.25	1.25
Chamois	.25	1.25
Salmon	.25	1.25
White	.25	1.25
Yellow	.25	1.25
Maroon	.25	1.25
Newport Pink	.25	1.25
Mixed	.25	1.00
LAVANDULA—Sweet Lavender		
Vera—Well-known, fragrant hardy perennial. Always in good demand	.25	.80
LIATRIS		
Pycnostachia—Rosy purple. Fine for cutting	.35	2.50
LUPINUS Polyphyllus		
Rose	.15	.50
Blue	.15	.50
White	.15	.50
Mixed	.15	.50
Moerheimi—Pink and White flowers. Good for cutting	.25	1.00
Princess Juliana—Shell pink. Good for cutting	.25	1.00
LINUM		
Perenne (Flax)—Blue. 1½ ft. tall	.15	.40
Flavum—Yellow. 2 ft. tall	.25	2.00
LYCHNIS		
Chalcedonica—Scarlet flowers	.15	.40
MYOSOTIS		
Alpestris Victoria—Bright blue. Dwarf. Excellent for bedding	.35	2.00
Winter Flowering—(Oblongata Blue Bird)—Best for forcing	.35	2.60
Palustris Semperflorens—Blue. Hardy everblooming	.25	1.80
PENTSTEMON		
Sensation—Mixed colors. 3 ft. tall	.35	2.80
New Hybrids Mixed—Improved type	.50	2.00
PHYSOSTEGIA		
Virginica—Pink. 4 ft. tall. Fine for cutting	.35	2.00
Virginica Alba—White form of above	.35	2.00
PLATYCODON		
Grandiflorum Blue—For perennial border	.25	1.50
Grandiflorum Album—White form of above	.25	1.50
Mariesi—Dwarf. Dark blue	.35	2.50
POPPY		
Coonara Pink Shades—Fine strain. Pink art shades. Long stems	$ .35	$2.00
Nudicaule El Monte—Tangerine orange. Excellent for cutting	.25	2.00
Oriental Scarlet—Deep red	.15	1.00
Princess Victoria Louise (Oriental)—Finest salmon	.25	2.00
Sunbeam Mixed—Splendid Hybrids. Good for cut flowers	.25	1.75
Oriental Hybrids Mixed	.20	1.50
PRIMULA		
Auricula Mixed—Beautiful colors. 6" high ¼ oz., **$1.50**	.40	
Veris (Polyanthus) Giant Munstead Strain—New hybrids. Beautiful shades including yellow and white ¼ oz., **$2.00**	.50	
Vulgaris (English yellow Primrose) ¼ oz., **$ .85**	.35	3.00

FINE PERENNIAL SEEDS

	Tr. pkt.	Oz.
PYRETHRUM		
Roseum Pink—Pink shades. Fine for cutting	.35	2.00
Hybridum Single Mixed—Good cut flower	.30	1.50
Hybridum Double Mixed—Good cut flower ....1/4 oz., **$2.00**	.50	
RUDBECKIA		
Purpurea (Cone Flower)—Purple large brown center. 4 ft. tall	.35	1.50
SAPONARIA		
Ocymoides—Rose colored. Fine for rockeries	.15	.60
SCABIOSA		
Caucasica Isaac House Hybrids—Improved strain. Flowers range from lavender to dark blue. Excellent for cutting	.50	3.00
Caucasica Lavender—Good cut flower	.35	2.50
SEDUM		
Acre—The yellow Stone Crop or Wall Pepper, 2-3 inches....1/8 oz., **$ .90**	.25	
STATICE		
Caspia—Lilac. Fine for table decoration	.40	2.25
Dumosa—Silvery gray flowers. Good cut flower	.25	1.75
Latifolia—Deep blue flowers. Fine for cutting	.25	1.50
STOKESIA		
Cyanea (Corn Flower Aster)—Lavender blue. Excellent for cutting	.25	1.40
SWEET WILLIAM		
Single Newport Pink	.15	.80
Single Scarlet Beauty	.15	.80
White Single	.15	.50
Single Mixed	.15	.60
Double Mixed	.15	.70
THALICTRUM		
Dipterocarpum—Rosy purple yellow anthers. Excellent for cutting	.30	1.80
TRITOMA		
Hybrids (Red Hot Poker)	.25	1.50
TUNICA		
Saxifraga—Rose, 6 inches	.15	.60
VALERIANA (Garden Heliotrope)		
Mixed	.15	.60
VERONICA		
Spicata—Bright blue. Fine for bouquets	.35	1.50
VIOLA CORNUTA		
Apricot—Large-flowered true apricot. Very good variety	.35	4.00
Arkwright Ruby, Hybrida—Wonderful large rounded flowers of ruby crimson with terra cotta and darker markings. Fragrant ....1/16 oz., **$1.00**	.50	
Blue Perfection,—Large flowered fine light blue	.35	2.00
Jersey Gem—Deep Cattleya	.75	
Lutea Splendens—Golden yellow	.35	2.00
Papilio—Light blue	.35	2.00
Puck—Upper half purple, lower half yellow, very pretty	.35	2.25

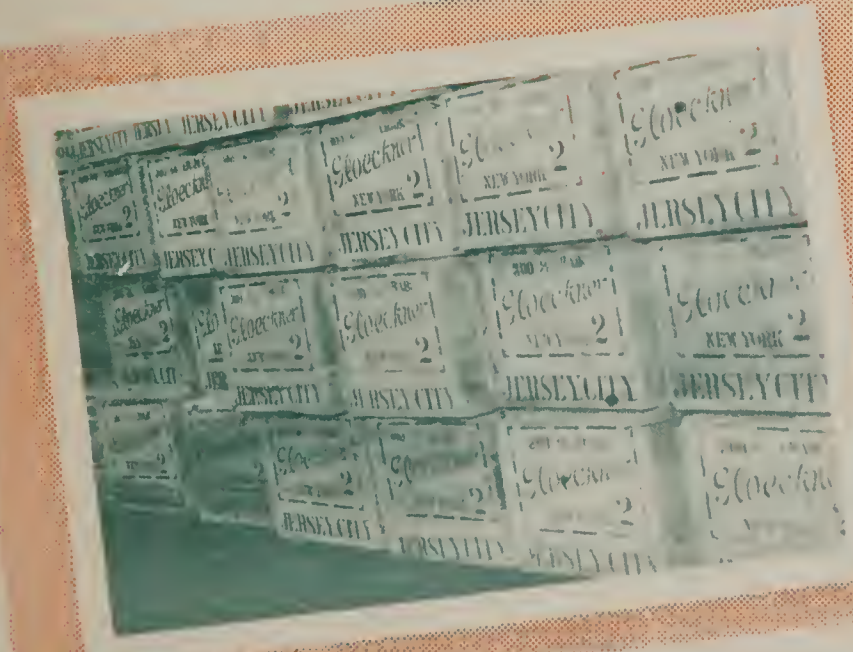
THE GRADE, QUALITY AND PRODUCTIVENESS OF *Gloeckner* BRAND LILY BULBS HAVE BEEN TESTED AND PROVEN BY LEADING GROWERS TO BE CONSISTENTLY HIGH IN QUALITY

CLEANING THE BULBS

INSPECTING THE BULBS

GRADING

PACKING



COMPLETED PACKING

THE FIRST LEG OF THE LONG TRIP TO NEW YORK

Fred C.
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& Company,
Incorporated